

## **Draft National Food Waste Prevention Roadmap Public Consultation Questions**

**Do you think the approach as outlined in the draft Roadmap will deliver the reductions necessary to reduce Ireland's food waste by 50% by 2030?**

**Response:** I don't believe voluntary uptake on food waste initiatives for stakeholders at each stage is enough. It is an ambitious target which I think can be achieved with a more obligatory approach.

**What additional actions do you think would be effective in helping Ireland reduce its food waste? Response:** A baseline measurement is key to establishing a benchmark from which to work from which you have outlined in the draft roadmap. I believe that any premises producing, processing or selling food (so across many sectors) should, as part of their registration process, be obliged to participate in a food waste measurement practice. This should be monitored at each EHO inspection and/or submitted bi-annually or annually (like a tax return). There should be a cap on waste and a penalty should it go above and possibly an incentive (e.g. free PR for retail) if it falls below the cap.

At the production stage, have a directory of workers for harvesting, provide transport/accommodation for teams to assist national farmers so produce doesn't rot in the ground. This could also be applied to housing and storing produce. Airbnb for Irish food. Aesthetics standards should be removed for all fresh produce. Wonky veg for the win!

Independent refill retailers need to be incentivised to start up business here. It's an expensive endeavour. Refill stores empower the consumer to shop what they need, as much or as little, and without supermarket packaging. Sometimes, I just want to buy two eggs and enough rice for just one meal.


Education. Home economics/life skills should be compulsory in schools at every level and third level hospitality studies should have an entire, compulsory module on food waste-pickling, preserving, composting etc. Get the older communities involved e.g. Age Action and get our sustainability queens, our grandmothers to teach us how to do it. They wasted nothing.

**What are the most effective awareness raising measures that could be taken to reduce food waste?**

**Response:** Social media, via waste management companies, influencers, celebrity chefs. Nothing printed. People don't read posters or flyers anymore.

**Which sectors or stakeholders do you think should play a key role in the implementation of the Roadmap?**

**Response:** Stakeholders from each of the stages outlined in the draft should consult on the implementation. They are experts in their own sectors and will be able to understand and communicate the pain points and opportunities best. Consumers also. What stops them from shopping, eating, dining out in certain ways. Waste management companies. What are they



finding in their collections. What is working, what isn't etc? All bins should have a collection charge (if they don't already. I'm not sure, they keep changing). Property management companies-why don't apartment complexes have access to a brown bin? Let's hear what they have to say.

**Are you satisfied with the proposed Roadmap monitoring and evaluation arrangements?**

**Response:** Yes, except for the voluntary piece. Why would any business take on another measurement if they don't have to. I believe it should be mandatory with penalties and incentives attached. See my point above.

**Have you any other comments or feedback on the content of the draft Roadmap?**

**Response:** Thank you. I enjoyed reading the roadmap and I'm delighted to see that there are so many discussions and opportunities to contribute to the content and findings. I would love to be involved somehow, so if I can contribute in any way, please call on me.