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WRAPâ??s new initiative to drive down UK food waste

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Together, the organizations have created a set of best practices in the choice and application of date labels and storage advice. The guidance is geared towards food manufacturers, retailers and brands and aims to become the industry standard. It brings together recommendations that ensure food is safe and adheres to legal requirements, with best practice information to ensure it is stored and used within time.

As part of the new standard, WRAP, FSA and Defra have called for the reinstating of visual cues, such as the freezing Snowflake logo and the addition of a new Little Blue Fridge icon for food which should be kept chilled, or would benefit from refrigeration.

“We know that confusing labels can contribute to food waste by suggesting that edible items need to be thrown away sooner than is necessary,” said Thérèse Coffey, Environment Minister. “This new guidance will make packaging much clearer for consumers, saving them money and reducing waste. I encourage all food businesses, large and small, to use this guide to help them put the right date mark on food and help to guide people on the refrigeration and freezing of products which are crucial to reducing the amount of edible food thrown away.”

WRAP is currently working with the UK’s largest food companies and manufacturers to help them implement changes across own brand and branded items.