



# Food Waste

2019/20

Iceland

*Doing it Right*

A hand holding a white plate of food, possibly a salad or pasta, is positioned above a black trash bin. The food is falling into the bin, symbolizing food waste. The entire image has a red tint.

# **At Iceland we hate the idea of wasting food**

**...whether that's in our supply chain, our stores, or our customers' homes. For almost 50 years we have been the UK's leading frozen food specialist, championing great quality frozen food as a way to help people save money, maintain a tasty and balanced diet, and reduce food waste.**

# Our targets

**We don't send any unsold (surplus) food to landfill. Instead, we put it to good use in the community, convert it into animal feed, turn it into beer, or as a last resort have it processed into energy through anaerobic digestion.**

**We are proud signatories to the Courtauld Commitment 2025, which has brought together organisations across the food industry to reduce the environmental impact of food and drink, with the shared target of reducing the UK's food and drink waste by 20% by 2025.**

Iceland is also a signatory to the WRAP/IGD Food Waste Roadmap, and we signed the Government's Step Up To The Plate pledge in May 2019.

Furthermore, and in line with the UN's Sustainable Development Goal SDG 12.3, we have set ourselves a target to achieve a 50% reduction of food waste in our own operations by 2030, with 2017/18 as our baseline year.



**50%**  
 reduction  
 of food waste  
 in our own  
 operations  
 by 2030



## How we measure food waste

This report measures food waste in our UK stores and depots, for the full Iceland financial year 2019/20 (30th March 2019 to 27th March 2020 inclusive).

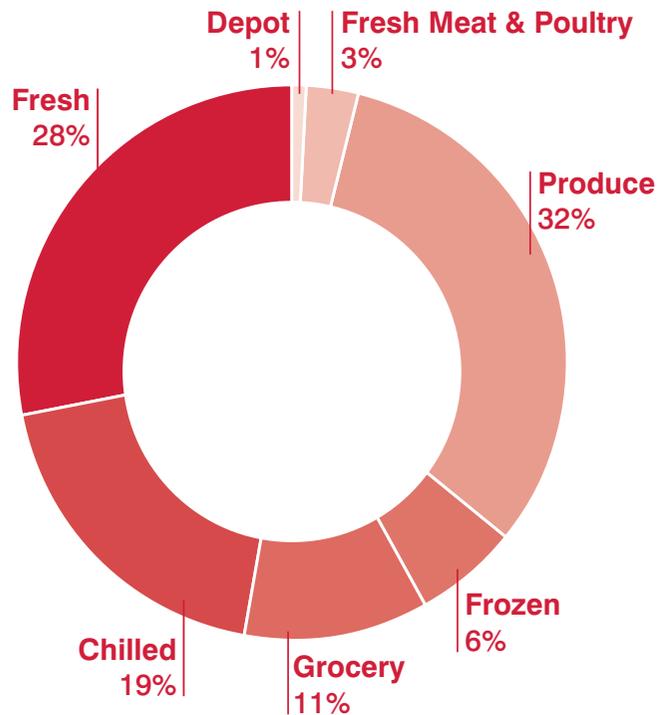
The calculations cover operations in all Iceland and The Food Warehouse stores and depots in the UK. The report does not measure any food waste generated by our suppliers. More details on our methodology can be found in the appendix.



# Our Progress

In 2019/20, we sold 1,375,343 tonnes of food to customers. We sent 7,952 tonnes of food waste for anaerobic digestion. This equates to 0.57% of the total weight of products sold by Iceland.

Iceland's food waste by category 2019/20



7,952 tonnes of food was sent for **anaerobic digestion**



157.8 tonnes of surplus food was redistributed to **people in need**



1,423 tonnes of surplus bread was converted into **animal feed**

by SugaRich, the UK leader in reprocessing surplus food products

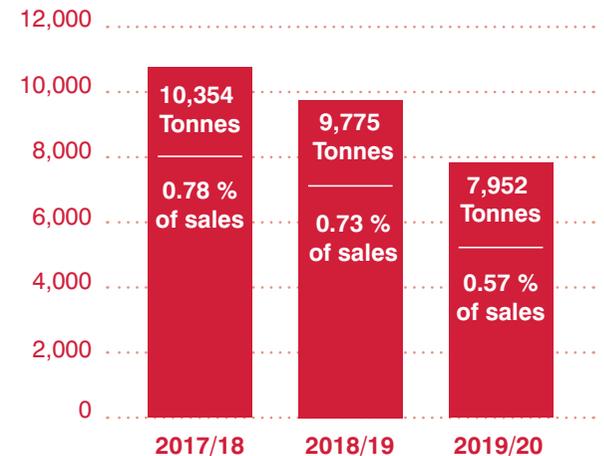


1 tonne of surplus bread was used to **brew Bread Board Pale Ale**

by Tiny Rebel Brewing Co. in Newport, Gwent

In 2017/18, we recorded 10,162 tonnes of food waste in our operations, equivalent to 0.78% of the total food sold in that year. Our 2019/20 data shows that we have achieved a 23.2% reduction in food waste in two years.

Iceland's Food Waste Levels by Year (in tonnes)



**23.2%** reduction in food waste achieved in the last two years

# How we're taking action to reduce food waste...

## The Power of Frozen

Our focus on frozen food helps to cut waste throughout the supply chain, in stores, and in customers' homes. Research from Manchester Metropolitan University revealed that British families could reduce their waste by nearly half (47.5%) by eating frozen food<sup>1</sup>, as well as saving money on their weekly shop. We continue to use these insights to inform our ongoing marketing and buying strategies to help our customers to plan, prepare and store food effectively.



We have worked closely with our suppliers to significantly extend the shelf life of most of our frozen products to up to two years, and are working across our supply chain to develop new approaches to packaging, transportation and storage that keep products safer and fresher for longer.

**Iceland is the only supermarket in the world to pledge to remove plastic from all own label packaging by the end of 2023.**

As we work towards this ambitious target, we are working with our partners to develop new, plastic-free approaches to packaging that make no compromises on food quality or safety, and do not reduce the shelf life of our products. We are also improving our forecasting and ordering systems to avoid waste.

<sup>1</sup>The Food Centre, Manchester Metropolitan University. March 2018.  
<https://www2.mmu.ac.uk/news-and-events/news/story/7421/>



## Reduced... still fresh

Following a successful trial in nine Iceland stores, in May 2019 we rolled out a nationwide initiative across our stores to reduce food waste by applying a 50 per cent discount on fresh, chilled and bakery goods on their 'last day of life'. This includes products such as milk, bread, eggs and fresh fruit and vegetables, giving our customers more choice when doing their top-up shops.

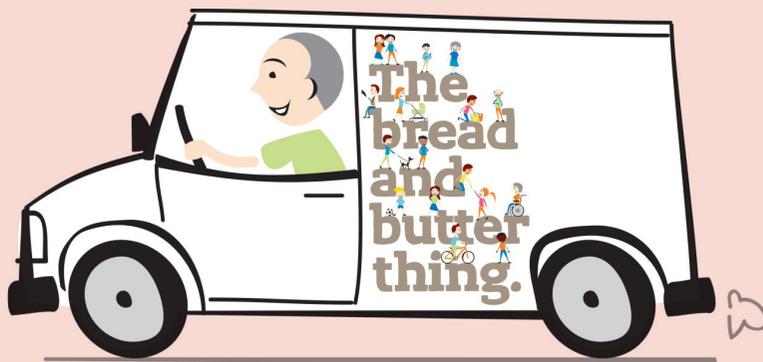
## The Bread and Butter Thing

In October 2019, we partnered with The Bread and Butter Thing (TBBT) to redistribute surplus food from our online pick centre in Hyde, Greater Manchester.

The pick centre is not open to the public, and as online orders require longer 'use by' dates, this generates higher levels of surplus food than our standard stores. The Bread and Butter Thing is a registered charity that redistributes surplus food to families in need in Greater Manchester.

*“TBBT’s partnership with Iceland is an integral part of our operation. Last year, Iceland donated a whopping 7.8 tonnes of surplus stock to TBBT, the equivalent of 18,571 meals. We have over 8,000 members in deprived communities across the North of England who rely on our weekly service to provide healthy, quality food for their families. We help them save an average of £22 a week – over £1.8 million a year – as well as ensuring that fewer parents skip meals for their kids and that they eat better balanced diets. Our thanks to Iceland for helping us achieve that!”*

**Mark Game,**  
CEO, The Bread and Butter Thing



“

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## Community Shop

**We donate all surplus food from our depots to social enterprise Community Shop, part of the Company Shop Group.**

Community Shop operates in some of the most deprived areas of the UK and brings together great value surplus food and personal development to build stronger individuals and more confident communities. In 2019/20, we donated 150 tonnes of surplus food to Community Shop, the equivalent of 356,354 meals.

For the second year running, Iceland also sponsored Community Shop's Christmas Lunch in December 2019, donating turkeys and all the trimmings to give over 700 people a Christmas meal to remember.

*“We are incredibly proud of our partnership with Iceland and are hugely grateful for their ongoing support and generous donations to Community Shop over the years.*

*“Iceland’s support enables us to hold special events such as our annual Community Shop Christmas Lunch, and helps us to work towards our aim of building stronger individuals and more confident communities. By working together, we are generating transformative social, economic and environmental impact - helping to make a difference, protect the planet, and change even more lives.”*

**John Marren,**  
Founder and Chairman, Community Shop

## Bread Board Pale Ale

A proportion of the unsold bread from our Welsh stores is sent to Tiny Rebel Brewing Co. in Newport, Gwent, to produce our exclusive, award-winning Bread Board Pale Ale.

Not only does this help to reduce our food waste, but it also supports a small, local business. Additionally, 10p from the sale of each bottle of Bread Board is donated to environmental charity Surfers Against Sewage to help fund nationwide beach, river, mountain and city cleans, tackling plastic pollution across the UK.



## Supporting foodbanks

We support foodbanks by donating chest freezers for community use when they are no longer needed in store. At the time of going to print (April 2020), our Central Services team has cleaned, serviced and organised delivery of more than 60 freezers to communities across the UK.

## Stores trial

Due to the average size of an Iceland store, our specialism in frozen food and our popular price reduction policies, we have relatively small amounts of surplus food available at the end of each day.

In 2019 we ran a trial in 100 The Food Warehouse stores to give away this small amount of surplus food (food reaching its best before or use by date) to our store colleagues at closing time each day. This approach has worked well and we will roll out a national trial in 2020.

# Methodology

## Our food waste strategy and reporting follow best practice outlined in The Food Waste Reduction Roadmap developed by IGD and WRAP.

The methodologies outlined on this page have been used to calculate the total tonnes of food waste in all UK Iceland and The Food Warehouse stores and depots, for the full Iceland financial year 2019/20 (30th March 2019 to 27th March 2020 inclusive).

The calculation only covers Iceland operations. The calculations do not cover any waste generated by our suppliers, by Iceland Manufacturing Ltd, or at Iceland's head office.

Iceland's food waste is sent for anaerobic digestion only; we do not send any food waste to landfill.

Our definition of 'food waste' excludes any material that is redistributed by third parties for human consumption or sent to produce animal feed. Any food that is repurposed for human or animal consumption is defined as 'surplus food'.

All non-food items are removed from our waste data. Packaging waste is also excluded.

**0%**  
of Iceland food waste goes to landfill



### Our stores

We use a bottom up approach; all store-level waste products are scanned out as individual units on our internal systems. We then use an average unit weight by category (calculated via our Supply Chain database) and multiply together to deduce a total waste figure, measured in tonnes. Our sales data is generated in the same way with units sold multiplied by the average category weight. The weight of any surplus food is measured by third-party sources (detailed below). We use this combined external data to calculate our actual 'food waste' by subtracting it from the food waste tonnage measured by our internal systems.



### Our depots

We record the units wasted and then multiply this by an actual case weight from our Supply Chain database.



### Animal Feed

Data is taken directly from SugaRich's reporting spreadsheet. Information on tonnage and number of loads is based on the weight of container when entering their processing site.



### Community Shop

Data is provided by Company Shop Group who calculate weight data by item on their internal system.



### The Bread and Butter Thing

Data is provided by The Bread and Butter Thing who weigh products on receipt.



### Tiny Rebel Brewing Co.

Data is provided by Tiny Rebel Brewing Co. who weigh products on receipt.

**Iceland**  
*Doing it Right*

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[www.sustainability.iceland.co.uk](http://www.sustainability.iceland.co.uk)