

Food Waste

2022 - 23

Doing it Right
Iceland

In 2022/23 we aimed to redistribute
3 million meals
to local communities. We have now
reached **5 million meals** and counting





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Our targets

We do not send any unsold food to landfill. Instead, we offer it free of charge to our store colleagues, put it to good use within the community, send to animal feed, or as a last resort have it processed into energy through anaerobic digestion.

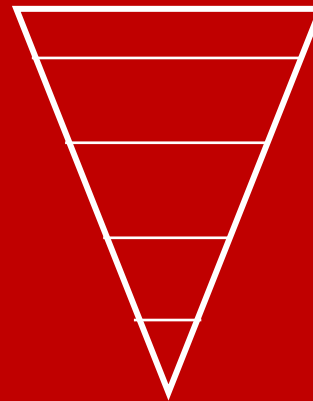
We are proud signatories to the **Courtauld Commitment 2030**, which has brought together organisations across the food industry to reduce the environmental impact of food and drink.

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.

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



	Target	Progress
2021/22	Redistribute 1 million meals to local communities. In December 2021, we updated this target to 2 million meals	Achieved over 2 million
2022/23	Redistribute 3 million meals to local communities	Surpassed 3 million and hit 5 million
2023/24	Redistribute 6 million meals to local communities	
2030	Reduce Iceland food and drink waste by 50%	10.7% reduction to date



Our food redistribution methodology

1. Reduce to clear
2. Colleague giveaway
3. Put to use within the local community
4. Animal feed
5. Anaerobic digestion

Our progress

In 2022/23 we sold 1,258,051 tonnes of food to customers. Through numerous channels we redistributed 2,173 tonnes and 8,826 tonnes were sent to anaerobic digestion. This equates to 0.70% of the food Iceland handled.

In our baseline year of 2017/18, we recorded 10,354 tonnes of food waste in our operation, equivalent to 0.78% of the total food sold that year.

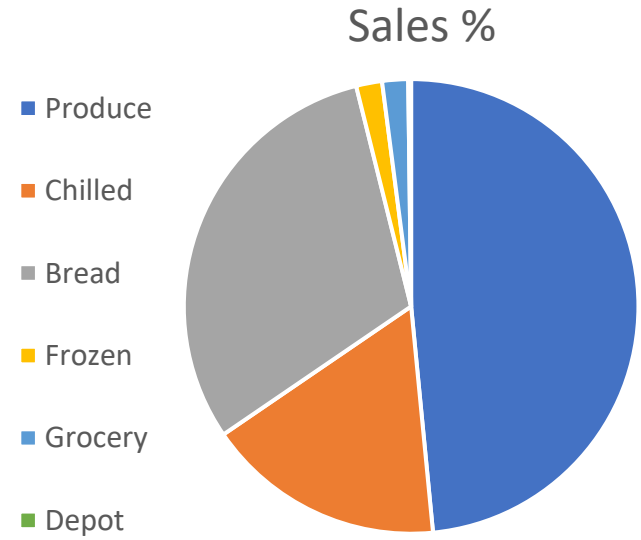
0.70% represents a 6% decrease in food waste produced from our previous financial year.

Of the food surplus produced we redistributed 20%.



Our specialism in frozen food and small high street stores mean we have relatively small amounts of surplus food available at the end of each day in store. Over the last year we have updated our processes and increased the number of charity relationships we have to redistribute this food surplus throughout local communities. 2022/23 also saw the estate wide roll out of our partnership with local food sharing app, Olio.

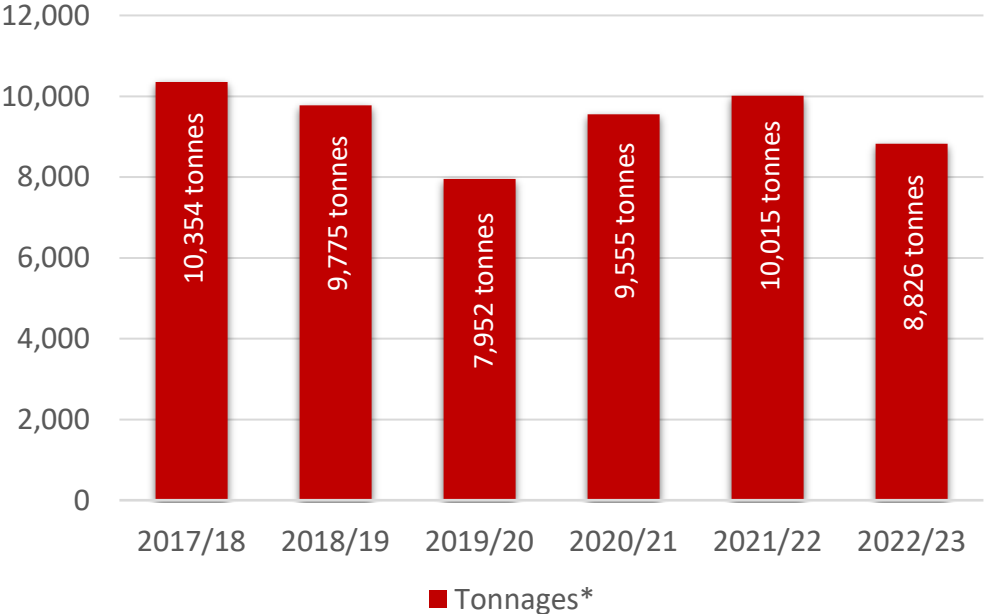
Food waste production by category



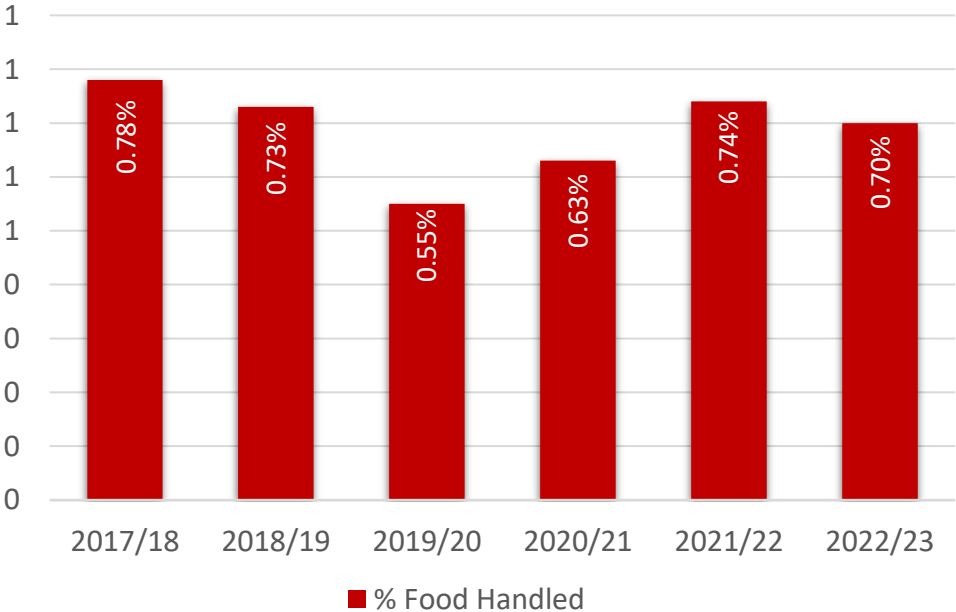
Year on Year Progress

Our food waste tonnages are reflective of any food surplus that is not redistributed for human or animal consumption but is instead sent for anaerobic digestion. For FY 2022/23 Iceland Foods sent 8,826 tonnes of food waste to anaerobic digestion, this is equivalent to 0.70% of the food Iceland handled.

Food Waste (in tonnes)



Food Waste (% of food handled)



We follow WRAP guideline to work out food waste as a % of the product handled, this is tonnes of food wasted divided by tonnes of food sold + tonnes of surplus redistributed + tonnes of food waste.

**We do continuously update and improve data capture, categorisation and reporting our reporting year on year – this should be noted in drawing any comparisons*

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. As well as saving customers money (approx. 30% saving on food bills), research by Manchester Metropolitan University found that British families could reduce food waste by nearly half (47.5%) by eating frozen food. 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.

As Iceland specialises in frozen foods, the shelf life of most of our products is to up to two years. We continue to work with suppliers across our supply chain to develop new packaging, transportation and storage approaches to keep products safer and fresher for longer. To avoid waste, we are also improving our forecasting and ordering system.

Food labelling

In line with WRAP guidance, we are reviewing and amending our food labelling and home storage instructions to reduce unnecessary food waste for customers.

This includes moving away from 'display until' food labelling on more products, as we increase flexibility on home freezing and storage guidance.



Fridgeable

Fridgeable launched in July 2021 and is now on over 60 products, with the aim of demonstrating to customers that they do not need to put frozen products in the freezer.

Fridgeable storage information explains to customers which frozen food products can be put in the fridge and how long they can be stored there.

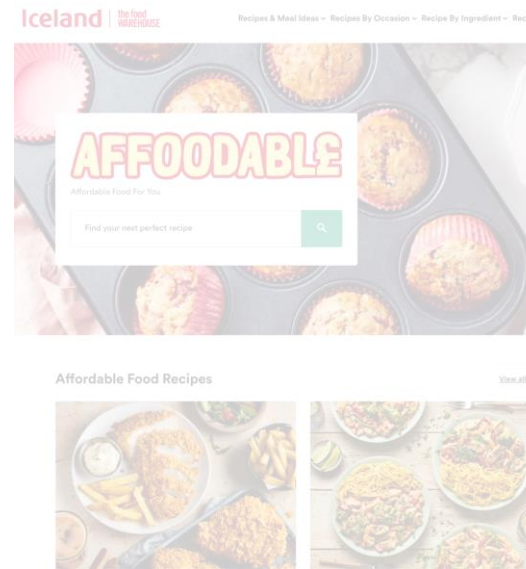
Our aim is to make frozen food accessible to more people as we know that families save money and reduce food waste by choosing frozen food, yet access to a freezer is far from universal across the UK.





Colleague Giveaway - Hello Taste, Goodbye Waste

At Iceland we always prioritise our colleagues and our colleague giveaway scheme allows store colleagues to take home, free of charge, surplus food at the end of trading each day. This is not only another step to save food which may have otherwise gone in the bin but also supports our frontline colleagues and increases engagement on reducing food waste in stores.



AFFOODABLE

We have set up an “Affoodable” blog to help our customers with recipe ideas, tips on saving money, time & also how to reduce their food waste within a cost-of-living crisis. These mini blogs help educate Iceland customers and colleagues around areas such as correct food storage, foods you can and can’t freeze and how to use your freezer efficiently.

[Affordable Recipe Blog](#) | [Affordable money saving tips \(iceland.co.uk\)](#)



As well as giving away surplus products to colleagues at Deeside head office we have also set up regular lunch clubs with local homeless charity “Soul Kitchen”. The monthly lunches reduce food waste out of the onsite restaurant and offers a free meal to those who need it most.

Attending lunches at Iceland continues to be a great experience for the Soul Kitchen group. Many were nervous when first attending, but now look forward to the outings. It’s not just about the meal, it has given the group the opportunity to socialise and interact in an environment that they perhaps would not have done without Iceland’s invitation. The whole Iceland team have been supportive throughout this initiative.

Helen Anthony – Soul Kitchen





Food Redistribution



Iceland & Olio Impact



1million+

Meals redistributed



39,000

Households fed



950+

Iceland & Food
Warehouse Stores



718 tonnes

of food waste
saved

Environmental Impact



1,367,496Kg

CO2 emissions
avoided



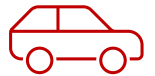
236,858KI

Water saved



62,810

Equivalent trees
planted



4,649,487

Car miles off the
road

On behalf of the whole Olio team, I'd like to congratulate Iceland on this fantastic achievement - we couldn't be prouder to have played a role in rescuing this much food. Thanks must also go to Olio's network of 85,000 volunteers, who work tirelessly to collect food from Iceland stores and share it with members of their local community.

There's never been a more important time for businesses to take action - in the midst of both a cost-of-living crisis, and the climate crisis. We'd love for more and more retailers to follow in Iceland's footsteps - making sure that good, edible food never goes to waste, but benefits the community instead."

Tessa Clarke – Olio Cofounder & CEO



Food Redistribution

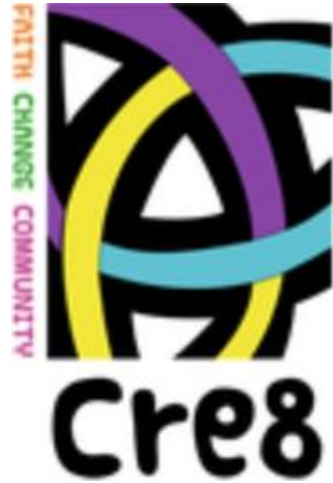
Over 600 tonnes of food has been given away to store colleagues and local charities



Iceland are passionate about giving back to the community and work with a number of local charities at store level. Through these partnerships we are able to redistribute maximum food surplus through a volunteer network, food which may have otherwise gone to waste. Surplus is redistributed to those who need it most whilst also building relationships within the community. Our store charity partnerships continue to grow as we tackle the cost-of-living crisis.

All food surplus that is given away through store/ depot / Olio partnerships is safe to do so. Store colleagues always endeavour to ensure food is within its use by and best before dates, has no visible issues and is stored correctly before collections.

We are always looking for ways to further reduce food surplus, such as improving existing schemes, forming new partnerships and engaging in new business models to reduce food waste.



Our partnerships combined have helped us redistribute 2,100 tonnes throughout the UK





Food Redistribution

We continue to increase the volume of food surplus that is being distributed from our depots across the UK, as a result of this our depots now have both national and local charity connections to facilitate maximum food distribution to communities and individuals.

In line with WRAP guidance all the charities we work with are given authorisation to redistribute Iceland own-label products. This provides the opportunity to redistribute Iceland own-label products both directly with Iceland Foods and throughout the supply chain.

We continue to work with charities to understand how we can redistribute more of the surplus food out depots and supply chain.



**COMPANY
SHOP
GROUP**



Community Shop

Iceland is one of TBBT's staunchest supporters and its regular supply of products provides much-welcomed support and consistency for our affordable food service. From whole chickens to kievs to sausages which bring vital protein to our members' chill bags, to frozen treats like pizzas too. This year alone, Iceland has sent over 30,000 meals worth of food, enabling TBBT's members across the country to feed their families well and affordably.

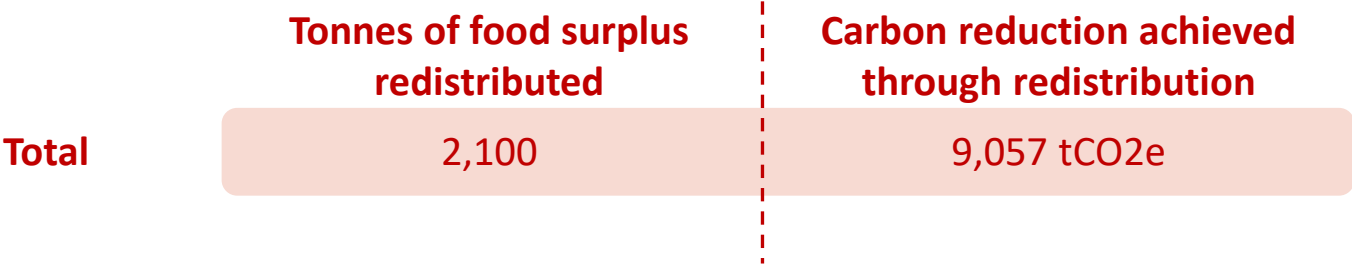
Mark Game – The Bread & Butter Thing CEO



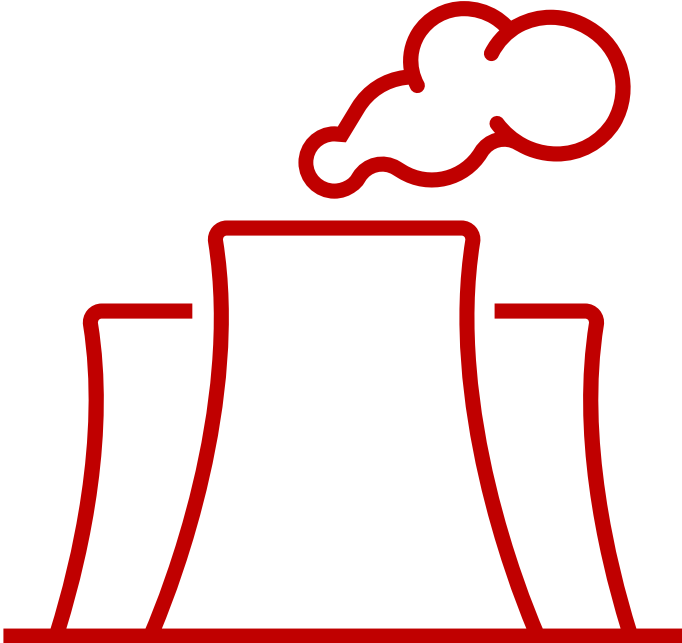
Food surplus reduction carbon saving

In 2022/23 we redistributed 2,173 tonnes of food surplus. 2,100 tonnes of food was redistributed for human consumption (to colleagues and local communities). This food redistribution equates to a carbon reduction of 9,057 tCO₂e, assuming all redistributed food is eaten and replaces the need for equivalent food purchases and food production.

We continue to work with our partners to increase food redistribution through colleague giveaway, Olio, charity partnerships and to animal feed.









The tCO₂e saved is calculated by looking at the total amount of tCO₂e that would have been released into the atmosphere by storing, transporting the food, and the methane that is not released (as the food has not been thrown away). We have used wrap guidance to calculate this (4.3128kg of CO₂e is save per 1kg [Estimates of Food Surplus and Waste Arisings in the UK \(2017\) | WRAP](#))





Our Food Surplus footprint

Total Food Surplus Produced

Produce 	Chilled 	Bread 	Frozen 	Grocery 	Depot 	Total (Tonnes)	Total (%)
3,109 tonnes	5,018 tonnes	1,048 tonnes	676 tonnes	956 tonnes	192 tonnes	10,999 tonnes	0.70%

Total Food Surplus Redistributed

	Redistributed	Animal Feed	Total
 Tonnes	2100	73	2,173
 Meals			5,000,000

Iceland have taken reasonable steps to ensure our reporting is accurate at time of publication. We are continuously looking at ways to improve our reporting processes, accuracy and consistency to ensure our data is as transparent as possible. Any improvements in our reporting will be reflected in our methodology and against historic data where possible.

Methodology

The data in this report is for the financial year 2022/23 (26th March 22 to 24th March 23) and covers all Iceland own label products sold in UK Iceland, the Food Warehouse stores and depots in the UK.

Use of data

Iceland is principally a high street seller of frozen food. The data we publish is not designed to be and should not be used for comparison with other retailers operating different business models, It would be inconsistent, inaccurate and would not be a fair comparison of any retailer to do so.



Iceland UK

Refers to all Iceland, The Food Warehouse and Swift stores (nearly 1,000) and depots (5 depots) in the UK



Product Data

We report our data by category, product packaging weight is excluded from total tonnes. Handled food is equivalent to food sold, surplus redistributed and food wasted (anaerobic digestion). Meals is equivalent to 420g average as recommended by WRAP



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



Charity data

Data is provided by our charities for collections from depot, who calculate weight data by item on their internal systems or weigh products on receipt of collection.

Food Waste Report 2022/23

www.sustainability.Iceland.co.uk

Doing it Right
Iceland