

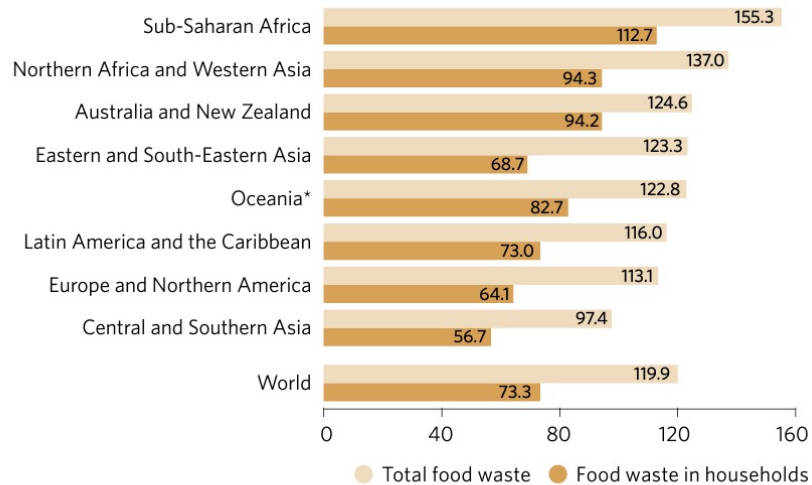
## TARGET 12-3

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



HALVE GLOBAL PER CAPITA FOOD WASTE

### Estimated total food waste and food waste in households per person, 2019 (kilograms)<sup>1</sup>



\*Excluding Australia and New Zealand.

<sup>1</sup> UN Sustainable Development Goals Report 2023 Special Edition, p. 37: <https://unstats.un.org/sdqs/report/2023/>

<sup>2</sup> How Behavior Change Programs Can Help More People Waste Less Food: <https://champions123.org/event/how-behavior-change-programs-can-help-more-people-waste-less-food>

A message from the Co-Sponsors of the Food Waste Coalition of Action of the Consumer Goods Forum

## #TooGoodToWaste A global call to action to stop household food waste

Food loss and waste is a critical environmental, social and governance problem requiring urgent whole-of-chain action.

While a significant portion of food is lost along the food supply chain, a lot of food is wasted at the household level. Data from the UNEP shows that some 60% of food waste happens in peoples' homes.<sup>2</sup> How can we help more people to waste less food?

With the #TooGoodToWaste consumer engagement campaign, we are asking fellow food industry members to help raise awareness, inform and educate, and help consumers reduce household food waste.

By using the hashtag #TooGoodToWaste as we share knowledge, tips and advice on reducing household food waste, our Coalition of Action adds our voices to others calling for a greater global community of action targeting and changing specific behaviors that waste precious food.

Member companies of the Consumer Goods Forum's Food Waste Coalition of Action strive for industry progress on UN SDG 12.3: "to halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses" by 2030.

To find out more about our work to reduce Food Waste [see here](#).

Max Koeune, President and CEO, McCain Foods  
Ken Murphy, Group Chief Executive, Tesco

September 2023

# Consumer Engagement: Because Food is #TooGoodToWaste



## ACTION IS NEEDED

- ▶ The Consumer Goods Forum Food Waste Coalition of Action is [committed to cutting food waste](#) — some 40% of all food grown is wasted.\*
- ▶ Food loss and waste contributes to climate change, accounting for 8-10% percent of annual global greenhouse gas emissions — if food loss and waste were a country, it would be the third biggest emitter of greenhouse gases. Food loss and waste wastes 1/4 of fresh water used in agriculture every year.\*\*
- ▶ While a significant portion of food is lost along the food supply chain, a lot of food is wasted at the household level. **Data from the UNEP shows that some 60% of food waste happens in peoples' homes.**\*\*\*
- ▶ We ask that CGF FWCOA member companies and the wider community of food industry actors launch their own consumer-facing campaigns and actions addressing food waste, using the hashtag **#TooGoodToWaste**

## SHOW SUPPORT

- ▶ **#TooGoodToWaste** launches on the 4th Annual **International Day of Awareness of Food Loss and Waste**, September 29, 2023
- ▶ **ASK** C-suite and senior leaders in your organization to support this coordinated call-to-action campaign to raise awareness on food loss and waste
- ▶ **SHARE** what your company is doing to address food loss and waste — especially messaging that helps the consumer reduce household food waste. Use the hashtag **#TooGoodToWaste**
- ▶ **SPOTLIGHT** your success stories and positive efforts on social media with **#TooGoodToWaste** — on LinkedIn, please tag **@ CGF Social and Environmental Sustainability**

## TELL THE STORY

- ▶ **In your consumer-facing communications:** Use **#TooGoodToWaste** on your consumer-facing campaign encouraging actions to reduce food waste
  - ▶ It's easy to use — **#TooGoodToWaste** in any shade of bright green, as suits your campaign
  - ▶ Be distinct and creative in your use of the **#TooGoodToWaste** — diversity of expression is encouraged
- ▶ **In your internal and external communications:** Use the **#TooGoodToWaste** hashtag on your internal or external communications related to Food Waste reduction, as a member of the CGF FWCOA
- ▶ For CGF branding elements (for your corporate or internal comms) please contact us at [toogoodtowaste@theconsumergoodsforum.com](mailto:toogoodtowaste@theconsumergoodsforum.com)

## LET US KNOW!

- ▶ **Tell us about your consumer campaign activations on reducing food waste**
- ▶ **Campaign Activation Survey:** Please [fill out this survey](#) and let us know your plans
- ▶ When using **#TooGoodToWaste** on Linked In, tag us **@ CGF Social and Environmental Sustainability**
- ▶ **Want ideas for messages, tips & advice on reducing food waste?** Check out our campaign hub at [FoodIsTooGoodToWaste.com](https://www.foodistoooodtowaste.com) (from Sept. 29, 2023)
- ▶ **Questions, suggestions or ideas? Let us know!** [toogoodtowaste@theconsumergoodsforum.com](mailto:toogoodtowaste@theconsumergoodsforum.com)

\* For more information on the work of the CGF Food Waste Coalition of Action, [see here](#).

\*\* "The Global Benefits of Reducing Food Loss and Waste, and How to Do It", World Resources Institute, [see here](#).

\*\*\* "How Behavior Change Programs Can Help More People Waste Less Food", Champions 12.3, [see here](#).