



FOOD LOSS & WASTE REDUCTION

SUPPORTING A CIRCULAR FOOD ECONOMY

THE CHALLENGE

According to WWF's 2021 *Driven to Waste Report*, as much as 40% of all food produced for human consumption is wasted each year, which presents both a significant challenge and opportunity for creating a more circular food system. This massive inefficiency in our supply chain is not only a major economic loss, but a key contributor to climate change, global hunger, and environmental degradation, such as habitat and biodiversity loss. Wasted food is responsible for 10% of all greenhouse gas emissions (four times that of the global airline industry), while land used to grow food lost on farms alone could cover an area larger than the Indian subcontinent and feed the world's undernourished population four times over. Despite these challenges, proven solutions exist. WWF aims to leverage food loss and waste (FLW) as a non-controversial and cost-effective strategy to catalyze a more circular food system, mitigate climate change and nature loss, and help feed those in need.

Producing food that ultimately goes to waste...



**TAKES UP A LAND
AREA LARGER
THAN THE INDIAN
SUBCONTINENT**



**HAS A STAGGERING
\$1.1 TRILLION COST
TO SOCIETY GLOBALLY**



**PRODUCES 4X THE
EMISSIONS
OF THE GLOBAL
AIRLINE INDUSTRY**



**USES MORE THAN
1/4 OF AVAILABLE
FRESHWATER
ANNUALLY**





VISION STATEMENT

WWF envisions a world where all edible food grown is eaten by people, and remaining nutrients are utilized as feed for animals, while inedible organic matter is returned to the farm to create healthier soils or high-value inputs. WWF aims to harness the power of innovation, collaboration, and responsible stewardship to eliminate food waste at every stage of the supply chain.

ALIGNING GLOBAL EFFORTS

In line with the UN Sustainable Development Goal (SDG) 12.3, WWF's FLW programs and network offices are focusing on halving per-capita global food waste by 2030, reducing production and supply chain losses, and prioritizing strategies such as waste prevention, surplus food redistribution, organic material repurposing, and inedible waste recycling.

WWF is a leader in the global Food is Never Waste coalition, launched by a group of partners at the 2021 UN Food Systems Summit. This coalition is guided by the principles set forth by SDG 12.3 and aims to establish a global imperative to divert food waste from landfills, establish national public-private partnerships to reduce FLW globally, and invest in on-farm and post-harvest loss reduction technology. In support of this coalition, WWF organized and hosted the launch of the 123 Pledge Campaign at the COP27 Panda Pavilion to mobilize new climate commitments aligned with SDG 12.3

OUR APPROACH

A circular food economy aims to minimize food waste and loss by creating a closed-loop system that maximizes food resource utilization throughout the supply chain. It involves strategies such as reducing food waste at the production and consumption stages, optimizing distribution networks and information flows, and repurposing food byproducts and surplus. This approach not only addresses the pressing issue of wasted food and organic material going to landfills but also reduces greenhouse gas emissions, conserves water, protects fishery and land resources, and combats food insecurity.

To fully realize the potential of a circular food economy, collaboration among governments, businesses, and consumers is essential. WWF has a unique ability to coordinate global agendas with consumers, government, and private sector actors while activating thoughtful localized action via its global network. By bringing disparate stakeholders together, WWF is drawing connections to food's impact on climate change and biodiversity, as well as the growing calls for action from the newly formed Global Biodiversity Framework Fund (GBFF).



PILLARS OF WORK



CIRCULAR SUPPLY CHAINS

Elevate FLW measurement, pre-competitive collaboration, and circular business models that prevent and revalue surplus food so that wasted food is viewed as an asset at every stage of the supply chain.

- Hotel Kitchen
- 86 Food Waste
- Pacific Coast Food Waste Commitment
- WWF Impact
- Pride on Our Plates (China)
- Communications for Change (Mexico)



FARM CIRCULARITY & NUTRITION

Empower producers to adopt regenerative and circular practices that improve ecosystem health, biodiversity, and nutrition.

- Global Farm Loss Tool

No Food Left Behind Series

- Part I: Underutilized Produce Ripe for Alternative Markets
- Part II: A Tale of Two Markets: A Model for Working Together to Fully Utilize the Surplus
- Part III: Second Helping: Can the Gig Economy Rescue Surplus Food from Farms



POLICY & COMMUNITY ADVOCACY

Expand our education work in K-12 schools and policy advocacy to accelerate the circular food system, increase access to nutritious foods, and keep food out of landfills.

- Food Waste Warriors
- Food is Never Waste Coalition (global)
- Zero Food Waste Coalition (domestic)

LEVERAGING WWF'S STRENGTHS

WWF's distinct comparative advantage is its robust global convening power. WWF can bring together a wide spectrum of stakeholders, from both the public and private sectors, all united in their commitment to achieving SDG 12.3. WWF also serves as a collaborator within numerous international partnerships (mentioned above), working alongside key players like WRAP, GFN, IFAD, FAO, WRI, UNEP, and the influential Champions 12.3 initiative. Furthermore, WWF partners with some of the world's largest global brands that are

positioning themselves as leaders in this pre-competitive space.

Within WWF's FLW initiative, projects are designed to exert influence on governments, encouraging them to transparently set and report on their FLW reduction targets. WWF plays a pivotal role in this work by setting agendas, convening critical partners, and offering practical guidance gained from local experience.

WWF also has a proven track record with the private sector. Utilizing WWF's extensive network—encompassing over 20 offices worldwide that are active in FLW engagement—WWF-US scales efforts in support of initiatives like Champions 12.3. WWF has improved the sustainability of global food systems for over two decades and has worked with 400+ global food companies. As a result, WWF-US is well-positioned to expand its domestic FLW vision and help drive FLW efforts internationally.

WWF IMPACT

WWF Impact is an impact investing platform that offers an opportunity to fund groundbreaking, conservation-minded enterprises that may receive less attention from more traditional investment funds. WWF Impact focuses on two strategies to boost WWF's unique contribution. First, through Catalytic Investing, WWF Impact finds and supports early-stage entrepreneurs on the

leading edge of innovation. Second, with Market Partnerships, WWF Impact works alongside established investment managers to fund businesses that have a clear path to delivering sustainability benefits at scale, creating meaningful environmental impacts that align with successful business models and financial returns. Food circularity is one of the five key focus areas of WWF impact, and the platform invests in innovations that reclaim and repurpose wasted food through circular business models to accelerate market transformation.



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**Together, we can
more efficiently
utilize and
repurpose the
food we already
grow for nature,
communities, and
businesses now
and in the future.**

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worldwildlife.org

World Wildlife Fund
1250 24th Street NW
Washington, DC 20037

For further information, please contact:

Alex Nichols-Vinueza

Food Loss and Waste Program Manager
alex.nichols-vinueza@wwfus.org

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WWF, Avenue du Mont-Bland, 1196 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332.