



Impact report

2024

FOOD WASTE FREE

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UNITED

FOREWORD

A new year is the perfect time to evaluate the year that has passed. To reflect on what we have achieved, identify what works, and build on it. Most importantly, it is a moment to learn how we can improve in the future. Our annual report is an impact report highlighting the results achieved in 2024. In it, we proudly showcase how and with whom we, together with our stakeholders and partners, have realized this impact.

My personal highlight of 2024: our international conference Towards Halving Food Waste in Europe, held in Veghel with the international food waste-free network in attendance. Tackling food waste does not stop at borders. And internationally, too, collaboration is the key to success. The many new connections made, and the new coalitions launched provided the necessary links and momentum to achieve the goal of halving food waste, both in the Netherlands and across Europe.



In 2024 an important transition also took place. We bid farewell to Philip den Ouden, who, as our founding chair, has been instrumental in establishing Food Waste Free United six years ago. Gerda Verburg has taken over as our new chair, fully committed to further building the organisation and working passionately towards achieving our 2030 goals.

Food waste in the Netherlands has been reduced by nearly 20%. However, to achieve the target of halving it by 2030, we need to step up our efforts. And it's possible. Reducing food waste and utilizing resources more effectively is a no-regret option that delivers pure benefits: financially, ecologically and socially. It is one of the most impactful measures to combat climate change. This is critical, as climate change makes it that food supply chains need to be increasingly adaptable.

I want to extend my heartfelt gratitude to all stakeholders and partners for their efforts. With perseverance, courage and a willingness to change - but above all, with more action - we will take the logical next steps together towards a sustainable, circular and inclusive food system.

Toine Timmermans
Director of Food Waste Free United



The most important numbers of 2024

Food Waste Free United ends the year with **110** stakeholders that actively contribute to halve food waste.

350 participants from **33** countries, over **50** experts and **21** company visits during the international conference Towards Halving Food Waste in Europe.

The Date Labelling Coalition started with **16** partners. **11** companies in the food supply chain: Albert Heijn, Dekamarkt, De Smaakspecialist, Dirk, Ebro, Enrico Foods, FrieslandCampina, Jumbo, Lidl, Unilever and Velder. And **5** supporting organisations: CBL, FNLI, the Ministry of Agriculture, Fisheries, Food Security and Nature, Too Good To Go and Food Waste Free United.

The newest retail data shows **35%** less waste, a total of **0,89%** of the purchase volume in 2023.

The total unsold returns of bread from the supermarkets decreased by 40%.
The waste of fresh meat and fish decreased by 50% in comparison to 2018.

Banqueting research shows that **21%** of food is not eaten at meeting lunches.
At coffee meetings/company drinks over **40%** of the drinks are not consumed.

Over **185** partners joined the Food Waste Free Week 2024. Over **4 million** Dutch people did something extra to prevent food waste.

The Food Waste Free United team consists of 19 people.

136 companies monitored their food waste, in **10** sectors: NVB (bread & pastries), VAVI (potato processing industry), retail, COV (meat), VNV (meat products), wholesalers and processors of fish, Groentenfruit Huis (fruit & vegetables), VBZ (bakery & confectionery), Veneca (company catering) and Once (party catering).



**TAKE A LOOK AT THESE HIGHLIGHTS
IN VIDEO!**

A composite image featuring a realistic depiction of the Earth as a globe, showing blue oceans, white clouds, and green landmasses. The globe is positioned centrally, appearing to be nestled within the layers of a fresh head of green lettuce. The lettuce leaves are vibrant green with prominent white veins and a slightly ruffled texture. The entire composition is set against a plain white background, creating a clean and minimalist aesthetic. This visual metaphor suggests a connection between nature, agriculture, and environmental sustainability.

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FOOD WASTE FREE
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UNITED

POLITICS

Cabinet, focus on less food waste!

Food Waste Free United calls on the new cabinet: make food waste a top priority. This will result in gains for the climate, agriculture, economy and social agenda.



Minister Wiersma on waste

“Our farmers work hard on high quality food. Every kilogram that we throw away is unnecessary and wasteful. Food waste deserves our full attention,” says minister Wiersma at the presentation of the newest retail data.



Prevent 3Mton CO2

Halving food waste in the Netherlands would save 3 Mton CO2. Toine Timmermans presents a position paper to Minister Adema about this effective and cheap solution during the Grüne Woche.

MONITORING

Potato processing industry: only 3.4% wasted

Research done with Agristro, Aviko, Farm Frites, Lamb Weston, McCain and Peka Kroef shows that 96.6% of the potato is used as food or feed. Together they represent 95% of the Dutch market.



Fruit and vegetables

GroentenFruit Huis, together with several front runners in the sector, collected data on two product types. This showed that 3.7% of exotic fruit is wasted and 1.3% of ‘fruit vegetables’ (e.g. bell peppers and tomatoes).



Visfederatie monitors food waste

The Visfederatie (‘Fish Federation’) started a food waste monitoring pilot. Front runners PP-group, Kennemer Vis Groep, Adri & Zoon, Krijn Verwijs, and Neerlandia Urk will work together with Food Waste Free United and Wageningen University to develop a monitoring template.



WUR monitoring templates for impact

Wageningen University & Research and Food Waste Free United developed monitoring templates to help companies measure their impact and determine reduction strategies, in line with EU laws and regulations like CSRD. These will help with substantiating the data.



CONSUMER

Effectiviteit 'Eerst op tape'

14-05-2024
Consumenten
Nieuws
Feiten & cijfers
Oplossingen & adviezen



Mensen die 'Eerst op tape' gebruiken, zijn gemiddeld 28% minder voedsel gaan verspillen.

28% less waste with 'Use it up-tape'

The use of 'Use it up-tape' reduces food waste with an average of 28%, according to research by Motivaction.

The tape was launched during the Food Waste Free Week 2023.



Over 4 million people took action against food waste

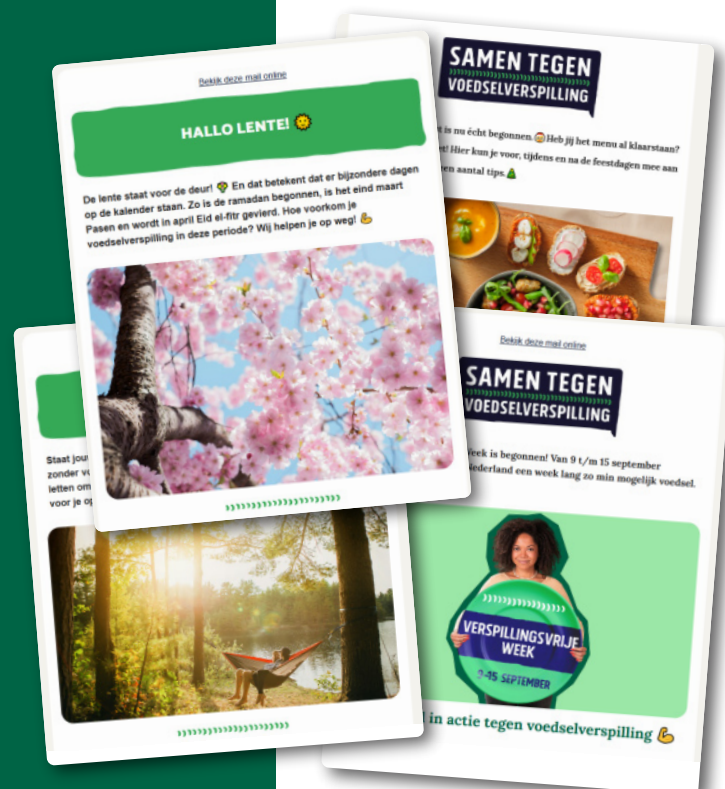
During the Food Waste Free Week, 185 partners worked together to create awareness about food waste. There was a lot of media attention. Over 4 million Dutch people did something extra against food waste.



Newsletters with food waste free tips

The consumer newsletter with practical tips reaches 6.880 followers, four times a year.

- Spring newsletter
- Food Waste Free Week
- Summer newsletter
- Food waste-free holidays



Inspiratie om restjes op te maken



Holidays without waste

During the holidays a lot of food is wasted. The 'third Christmas day' campaign encourages Dutch people to finish their leftovers.

In spring there was a campaign about insights on your own food waste behaviour (3.3 million views).

EDUCATION



Students battle food waste

- 5 secondary schools and 14 havo/vwo-teams from North-Holland made up solutions against food waste during the Scholierenchallenge (student challenge).



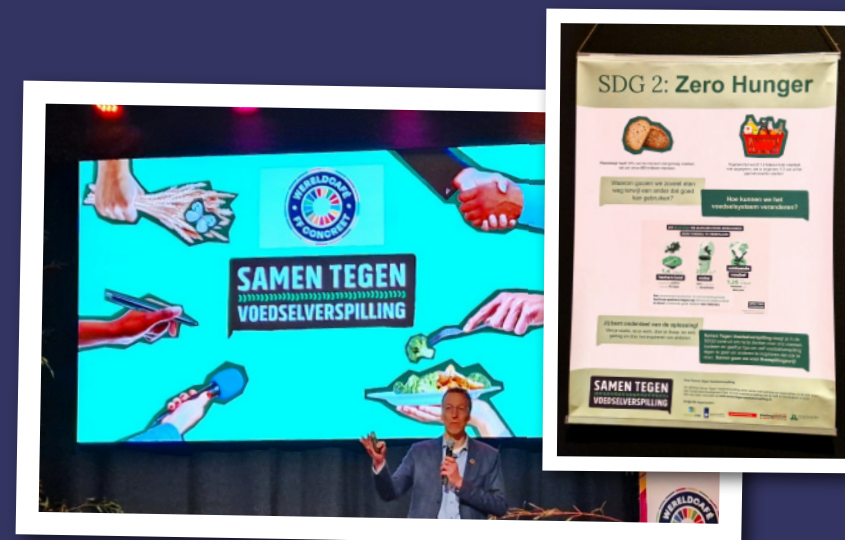
ZERO Food Waste Challenge

- HAS-student Sophie Bink won the national ZERO Food Waste Challenge (university of applied sciences) with her project 'Don't Leaf Me Spring rolls'.



HAS Food Experience winner

- Over one hundred HAS-students presented their future-oriented food solutions. Tijn Wolters won with 'Antoon de Cacaofoon' (Anton the Cacao bean) in the category Unwaste-Reduce-Prevention.



SDG-focus on food waste

- 'Skills the finals' was visited by 25.000 young people. In 'WereldCafé FF Concreet' Food Waste Free United showed what less food waste would mean for SDG 2: 'Zero hunger'.



Technasia pitch ideas

- On the Wageningen University campus 226 students from 3 Technasia pitched their solutions against food waste. For their project they were guided by companies.



MasterChef Brabant

- 5 student teams of 4 horeca-schools in Brabant competed in Masterchef Brabant. Food waste was an important theme: all ingredients had to be used completely.



MBO Challenge winner

- 46 teams of 15 secondary vocational education (MBO) battled in the MBO Challenge Food Waste. The 'Waste book' by Yuverta College Heerlen won first prize.



Reducing bread waste

- HAS-students developed the concept 'De Rijz van het Brood' with Food Waste Free United. It's a concept to create more awareness on bread waste.



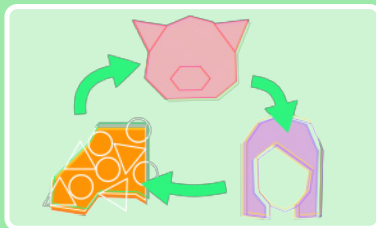
Circular feed from residual streams

📄 The cluster Circular Protein Chain examines how more organic residual streams can be used as animal feed. In three meetings they searched collectively for ways to use more residual streams from the food system as (circular) animal feed.



Start of five cases

📄 Based on research questions, five companies have started with the implementation of new solutions against food waste. For example, creating value from residual streams via insects, valorising residual streams from supermarkets and a risk analysis of contamination in residual streams from the out-of-home sector.



Nevedi: less waste, lower CO2

📄 During the annual Nevedi congress it was discussed how residual streams from the food industry can be used in animal feed in a better way. This reduces food waste and the CO2 footprint of meat.



BREAD & PASTRY

AI against bread waste

📄 During a meeting at QING, participants of the cluster 'Waste-free Bread & Pastry Chain' learned about innovative AI-solutions to reduce food waste.



Bolletje uses AI to prevent waste

📄 Bolletje received a voucher from Food Waste Free United to work together with QING to develop AI-solutions and prevent waste in their production process.

Bread returns decrease by 40%

According to the NVB-monitor, the percentage of returns of unsold bread has decreased to 4.7%, a reduction of 40% compared to 2020.



NVB
Monitor NVB: minder verspilling van brood en baksel
Vrijdag, 24 maart 2024 - Deze jaarlijkse monitor van de Nederlandse Vereniging van Bakkers (NVB) toont dat de verspilling van brood en baksel in 2023 met 40% is gedaald ten opzichte van 2020. Dit is een belangrijke stap op weg naar een meer circulaire voedselketen.

De NVB heeft de monitor samen met de Nederlandse Vereniging van Supermarkten (NVS) ontwikkeld. De monitor toont de hoeveelheid brood en baksel die in 2023 is verspreid, vergeleken met 2020. De NVB heeft de monitor samen met de NVS ontwikkeld. De monitor toont de hoeveelheid brood en baksel die in 2023 is verspreid, vergeleken met 2020.

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OUT-OF-HOME



Hotels save 10.778 kg CO2

📌 Sixteen Amsterdam hotels saved over 3.697 kilos of food in the No Waste Challenge 020 and saved 10.778 kilo CO2 by buying 'saved' food via the platform InstockMarket. Food waste was reduced by 26% thanks to Orbisk and Wastewatchers.

Horeca Food Waste Challenge

📌 In the Horeca Food Waste Challenge Noordooost-Brabant, out-of-home entrepreneurs measured the amount of food waste of specific product groups daily for one month.



'Het Nieuwe Nassen': 37% less waste

📌 BlueCity Rotterdam helped 16 out-of-home businesses, including Stadion Feijenoord, Euromast and ss Rotterdam, to reduce their food waste with 37%. For example, by making adjustments in the tableware, the portioning and working more á la minute.

10% less waste during events

📌 During the Party- and Event catering Challenge of ONCE and Wastewatchers, at 37 events with 6.403 guests, 490 kilos of food waste was measured. In a short period of time, they managed to reduce this by 10%.



1/5 of business meeting lunches are not consumed

📌 Banqueting data of 575 business meeting lunches and company drinks of caterers Albron, Appél, Compass Group, Hutten, Sodexo, Food&i, Vermaat and Vitam show that 21% of the food and 40% of the drinks are not consumed.



RETAIL

Date Labelling Coalition: less waste

Confusion about best-before dates on food products is the cause of 10% of food waste in households (this is 60 million kilos = 175 million kilos of CO2 emissions every year).



The companies will add the 'Look-Smell-Taste'-icon (for products with a Best Before date) and the 'Hand'-icon (for products with a Use By date) to 50% of their packaging.



📌 The Date Labelling Coalition started with 16 partners. 11 companies in the food supply chain: Albert Heijn, Dekamarkt, De Smaakspecialist, Dirk, Ebro, Enrico Foods, FrieslandCampina, Jumbo, Lidl, Unilever and Velder. And 5 supporting organisations: CBL, FNLI, the Ministry of Agriculture, Fisheries, Food Security and Nature, Too Good To Go and Food Waste Free United.

Supermarkets: 35% less waste

📌 Food waste in supermarkets has decreased by 35% in comparison to 2018. This is 0,89% of the purchasing volume in 2023. The biggest reduction was in the categories 'bread & pastries' and 'fresh meat & fish'.



WWF-NL Basket

📌 World Wide Fund for Nature in the Netherlands and Albert Heijn developed the Basket together, to decrease the ecological footprint of Dutch shopping baskets by 50%. The Basket targets seven areas with the biggest impact on the environment, including food waste, within the food system.





No Waste stage during Food Inspiration Days

The Transition Report of Food Inspiration emphasizes waste as one of the six food transitions. Food Waste Free United, together with several food professionals, presented tools for less CO2, less waste and more turnover.



Dutch Design Week: a waste-free future vision

Food Waste Free United was a partner of the Embassy of Food during the Dutch Design Week. Designers inspired visitors to think about a future-proof, waste-free food system. Nieuwe Vroenten (abundant versus enough production), Public Food (waste versus food security), Feel Gut (waste of our consumed food, poo).



ISO-norm for food waste

NEN and Food Waste Free United founded the Dutch Norm Commission Food Waste. The goal: an ISO-norm for Food Loss Waste Management Systems.



FNLI aims for less waste

During the annual FNLI-event Food Waste Free United presented the systemic approach and inspiring examples to prevent, reduce and valorise food waste.



From excess to exactly enough

In the project 'Food Waste: From Excess to Enough' researchers worked on a vision for the future of a food system with minimal waste and enough food for everyone.

Circular Food Center: impact in the region

The Circular Food Center, a key project in the Regio Deal Noordoost Brabant (Northeast Brabant regional deal), set up clusters for monitoring, pilot projects and collaborations. Watch the closing conference video.



Regio Deal
Noordoost Brabant



provincie
Gelderland

Food waste-free municipalities

As municipalities have a direct influence on the daily lives of their inhabitants and local economy, they play an important part in reducing food waste. Commissioned by the Province of Gelderland, Food Waste Free United developed practical tools to help municipalities.





INTERNATIONAL

Towards Halving Food Waste in Europe

During the conference Towards Halving Food Waste in Europe, over 350 participants from 33 countries came together in Veghel. Companies, public, scientific and social organisations, with the collective ambition of reducing food waste by half in 2030, talked with over 50 experts and visited 21 front runner companies.



Watch the video:



CONFERENCE **Towards**
HALVING FOOD WASTE
in Europe 18-19 JUNE 2024



World Food Forum in Veghel

The young people-led worldwide network World Food Forum (WFF) has the goal to help reach the Sustainable Development Goals and a better food future for everyone. They visited Veghel for inspiration.



Visiting the European Union

During the event 'Let's reduce consumer food waste!' Food Waste Free United, Wageningen University & Research and The Netherlands Nutrition Centre shared insights from the Netherlands to reduce food waste in households.



EU-report: the Netherlands as an example

The report of the EU-platform 'Food Losses and Food Waste' contains EU-examples of public-private partnerships (PPS) to reduce food waste. Food Waste Free United stood at the base of the idea and implementation, with the EU project REFRESH.



Collaboration with Flanders and Spain

During the European Week of Regions and Cities, Food Waste Free United closed a pact with Flanders' FOOD and Clusaga for a collective program against food waste.

Innovation competition against waste

The Food Chain Innovation Challenge of Lineage took place in London, Amsterdam and San Francisco. The winning teams received support for their anti-food-waste concepts.

Low Lands Down Under

During the National Food Waste Summit in Australia, Dutch strategies for behavioural change in consumers were presented as an example for a more sustainable food system.

International approach in Budapest

During the Conference on Prevention of Food Waste in Budapest, Food Waste Free United, Wageningen University & Research and the Netherlands Nutrition Centre shared their expertise.

Innovation against waste

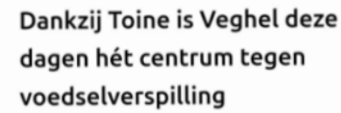
The Eurostars-programme offers subsidies to innovations that help address social issues. Such as, combating food waste. Food Waste Free United offered tools for this during a meeting in Artis.



Food Waste Free United appeared in the media in 2024 on various subjects. This is a small selection of the many publications.



Velder and Food Waste Free United talked in a podcast about the Date Labelling Coalition and countering of food waste in the workplace.



Vandaag om 09:45 • Aangepast vandaag om 10:05

Toine Timmermans van de Stichting Samen Tegen Voedselverspilling.

NOS Nieuws • 18 juni, 16:12

De afgelopen jaren wordt steeds minder eten weggegooid. Toch verdwijnt nog altijd zo'n 60 miljoen kilo eten in de vuilnisbak omdat de houdbaarheidsdatum niet duidelijk genoeg is. Een nieuwe samenwerking van onder meer fabrikanten en supermarkten wil de



**Minder voedselverspilling
vraagt ondernemerschap en lef**

Steeds vaker willen gasten weten waar ingrediënten vandaan komen, hoeveel kilometers ze hebben afgelegd, en welke impact het productieproces heeft op voedselverspilling. Wie voedselverspilling aanpakt, bespaart niet alleen euro's, maar ook CO₂-uitstoot en andere ecologische voordelen. Daarom meten steeds meer ondernemingen in de foodservicesector de voedselverspilling in hu

Wereldwijd wordt eenderde van de geproduceerde eten niet opgegeten in Nederland. Is dat een kwart van de wereld? **NOS Journal**

De afgelopen jaren heeft de WUR een belangrijke rol gespeeld in de ontwikkeling van de Nederlandse landbouw. De WUR heeft de landbouw geholpen om te voldoen aan de eisen van de maatschappij en de natuur. De WUR heeft de landbouw geholpen om te voldoen aan de eisen van de maatschappij en de natuur.



van bestaan geen betrouwbare gegevens. Denk aan benen die uit zand en kanten en niet met voldoen aan de retailvoorwaarden. Gevolg is een grote versnippering. Maar het is ingewikkeld om die voorwaarden te versimpelen. Nederland is een handelsland. Daar zijn we groot in, en telers profiteren van duidelijke handelsvoorwaarden."

"Wereldwijd wordt eende
niet opgegeven"

Tweede of derde klasse
Om de klimaatsmpact van voedselproductie te verkleinen, worden steeds meer producten die niet aan de specificaties voldoen, toch verwerkt in het voedselsysteem. Partijen proberen producten met een tweede of derde

werken. En als opdrachtgevers meer plantaardige en circulaire producten in	Sector voor sector Halvering van de voedselverspilling in
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Match Firms Come Together To Provide Clarity On Expiry Dates



In Nederlandse supermarkten gaat veel voedsel verloren. Een belangrijke drijfveer om dit terug te dringen: de schadepost is jaarlijks zo'n €500 miljoen. Bovendien zijn er de ambities op het gebied van CO2-reductie. Een gesprek met Toine Timmermans, directeur van Samen Tegen Voedselverspilling, en Michiel Muller, medeoprichter van online supermarkt Picnic.

'Voorspelbaarheid voorkomt verspilling'





PRODUCTIE & INDUSTRIE | Vorige week deden we kennis over de meest vliegende producten in Nederland. De sector zet zich in om broodovergang te verminderen. In dit kiel, Supermarkten rebusen met procent minder brood.



Een buffet of event? Met deze tips heb jij veel minder waste

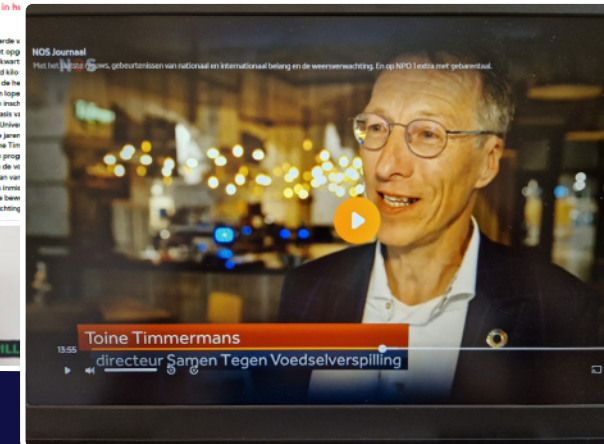
Reken voor je buffet op 80% van de geregistreeerde gasten, dat is doorgaans ruim voldoende.



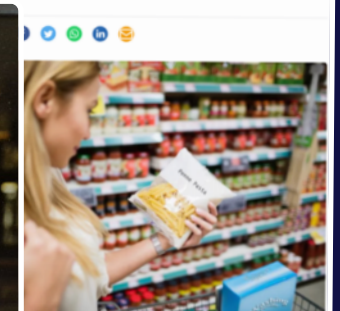
NIEUWE OOGST NIEUWS VEEHOUDERIJ AKKERIJ

Oud-minister Verburg het erf op tegen voedselverspilling

Voormalig landbouwminister Gerda Verburg (CDA) is de nieuwe voorvoedselverspilling. Zij volgt Philip den Ouden op, die ruim vijf jaar geleden stichting.



Toine Timmermans
13:55 directeur Samen Tegen Voedselverspilling



companies in the [Netherlands](#), including Unilever, [FrieslandCampina](#), [Albert Heijl](#), Dirk, Dekamarkt, De Smaakspecialist, Ebro, Velder, and Enrico Foods, her to address the issue of food waste by providing consumers with information on expiry dates.

THE TEAM

Toine Timmermans
Rinke Bossink
Manon Ensink
Mali Heinen
Anneloes Hodes
Kee Huidekoper
Jip Jordaan
Saskia van der Laan
Stephanie Lechner
Dennis van de Mortel
Karin Roosen
Marjolijn Schrijnen
Lia Spaans
Sanne Stroosnijder
Jorita van Valkenhoef
Leander van der Veer
Zoë Verdaasdonk

Not in this photo:
Eva de Groot
Mariska van Schaik
Martijntje Vollebregt

The impact in 2024 was
again made possible by:

The team and board of Food Waste Free United,
in collaboration with the key supporters
and all the stakeholders!

KEY SUPPORTERS



CURRENT BOARD

Gerda Verburg
Irénke Meekma
Gerhard de Ruiter
Esther van Spronsen
Myriam Meertens (advisor)
Henk Flipsen (not in this photo)

FORMER BOARD MEMBERS (until 2024)

Philip den Ouden
Debora van der Zee-Denekamp

STAKEHOLDERS



Contact

Do you have a question for Food Waste Free United or would you like to know how your business or organisation can contribute to reducing food waste?

Don't hesitate to contact us!

Food Waste Free United

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