



Paper of

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FoodCloud

delivered to

The Citizens' Assembly

on

04 November 2017

Summary



- Globally, 1.3bn tonnes of food is wasted annually while 1 in 7 people do not have enough to eat.
- In Ireland, 1m tonnes of food is wasted annually and 1 in 8 people are affected by food poverty
- FoodCloud enables businesses and charities within communities to coordinate surplus food donations, establishing meaningful relationships and ensuring no edible food goes to waste.

Context

30% of food produced for human consumption is lost or wasted across the global food system. If food waste were a country, it would be the third largest emitter of greenhouse gas emissions after the US and China. Food loss and waste accounts for about 8 percent of annual global greenhouse gas emissions. Land the size of Kazakhstan, Mongolia and China is used to grow food that is ultimately thrown in the bin.

According to the UN, if the amount of food wasted around the world were reduced by just 25% there would be enough food to feed the 815 million people who are currently chronically undernourished.

In Ireland, we waste one million tonnes of food annually and 600,000 people are affected by food poverty, with one in five Irish children going to school or bed hungry. It is estimated that each kilogramme of food waste costs approximately €3.00 - accounting not only for disposal, but each of the steps involved in the food cycle, including purchasing, storing, preparing, cooking and serving.



Our Solutions

FoodCloud's vision is for a world where no good food goes to waste. Our mission is to create a more sustainable food industry through more efficient practises and by creating innovative food rescue solutions. Working in partnership and/or collaboration with others to deliver impact at scale, FoodCloud aims to be a financially sustainable organisation through an earned income business model.

FoodCloud has developed a unique solution that uses innovative technology, overcoming some of the traditional barriers that retailers and food rescue organisations face in managing surplus food donations directly to local charities.

FoodCloud has also established a second food rescue solution in Ireland, **FoodCloud Hubs**, that connects food businesses with large volumes of surplus food to charities across Ireland. This is a traditional food rescue model that is established in most developed countries internationally and FoodCloud is now part of a European and Global network of Food Rescue Organisations.



Our Story

FoodCloud was launched in 2012 by Aoibheann O'Brien and Iseult Ward, while both were studying in Trinity College. The idea was to intercept food waste by connecting businesses binning surplus food with charities desperately in need of it. Rather than a food bank model, they were sure they could connect charities to companies directly through technology.

From one farmers market and homeless shelter in 2013 to over 6,000 charities and more than 2,500 retail stores in the UK and Ireland, the organisation has helped redistribute a total of over 25million meals since launch, weighing in at 5,000 tonnes in the past 18 months alone. In 2016, FoodCloud joined forces with Bia

Food Initiative to create FoodCloud Hubs which to date has redistributed 1,300 tonnes of surplus food from a network of over 100 Irish food producers, manufacturers and distributors to a network of 171 charities across Ireland.

FoodCloud is committed to adhering to best practice in governance and transparency. FoodCloud is a registered charity (CHY No. 21177, RCN 20101398) and our audited accounts are available on request. All board members are non-executive.

Our Impact

FoodCloud supports local charities in reducing their food costs and enhancing their services

On average, FoodCloud and FoodCloud Hubs redistribute the equivalent of over 1.5million meals per month to more than 6,000 charities in Ireland and the UK. This represents a massive saving in food bills to the charities, which they can then reallocate to new programmes, resources or services.

The service is growing at an accelerated rate - on Monday June 26, 2017, FoodCloud distributed 18,083kg of Food in a single day from 872 stores; compared to February 11, 2016 where we moved 110kg from five separate Stores - a volume growth of 164x. Since February 2016, FoodCloud has moved over 4.1 million kg of food - enough meals to feed 8.976 Million people or the population of Austria. It is an equivalent weight to 40 million blueberry muffins.

FoodCloud has made CO₂ savings of 13 million tonnes, the same savings that planting 412,000 trees would create or the cost of flying a plane around the world 40 times.

In 2017, FoodCloud surveyed 160 of their Irish charity partners and found on average that:

- 40% of their food comes from FoodCloud
- They receive €300 worth of food donations each week

Ireland Charity Case Study: KARE Social Services is a charitable organisation providing Home Help, Meals on Wheels, Community Transport and Citizens Information.



Impact 2014-2016:

- 20% of KARE's food is collected from Tesco and Aldi stores through FoodCloud with an average value of €3,000 per week
- Kare have saved between 60-80% on food costs through working with FoodCloud & FoodCloud Hubs
- They have increased the number of clients they provide food for each week by at least 100.

Maria, Services Manager, KARE:

'FoodCloud is the best initiative in the food industry in many years. KARE has been able to expand its services, take on more staff and provide more client with more diversity and extras, a real beneficial experience.'

FoodCloud technology compliments and enhances the traditional food bank model

UK National Charity Case Study: FareShare runs the UK's largest surplus food bank and charity network.

Impact 2016:

- 20% more meals for people in need
- 100% more charities have joined FareShare's network and are now receiving regular donations
- 98% of charities collecting directly from stores through the FoodCloud platform recommend the service

Solution: FoodCloud's platform enables FareShare to access store-level surplus food and offer donations directly to their network of charities.

Working with charities and retailers across the UK and Ireland, FoodCloud has achieved exponential scale in impact over the last three years



Increasing Our Impact

FoodCloud has the opportunity to scale our impact across the food supply chain in Ireland and share our solution with communities internationally. The goal for the UK and Ireland is to rescue 22million meals annually and creating a self-sustaining solution.

FoodCloud is a not-for-profit social enterprise that is committed to the principles of social entrepreneurship and to developing a self-sustaining model. In the UK and Ireland, this is achieved by charging our retail partners a cost per supermarket for setting up and facilitating the donations.

FoodCloud are currently working to grow our network to 6,000 donating stores and over 10,000 charities, creating a **self-sustaining model** across the UK and Ireland. FoodCloud have over 7,000 retail stores that

have expressed an interest in using the FoodCloud platform to donate their surplus food in Ireland and the UK.

This will enable over **22million meals** to be rescued through the FoodCloud platform annually to those in need across the UK and Ireland.

FoodCloud Hubs are working to engage food businesses working at the early stages of the food supply chain, from farmers to manufacturers to distributors to ensure that surplus food arising there can be redirected to people first before animal feed or other disposal routes. We aim to grow from redistributing 1,000 tonnes through the Hubs annually to 4,000 tonnes annually over the next 5 years.

Opportunity for International Expansion

FoodCloud has the potential to have a transformative impact on food waste and food security globally, by sharing its technology and expertise with international food rescue charities.

FoodCloud have successfully established a partnership model in the UK with FareShare that has had a transformative impact on the amount of food they can rescue, a charity that has been rescuing surplus food for 20 years. FoodCloud has the opportunity to expand this partnership model with food rescue organisations internationally. We have had interest from established and reputable food rescue charities in Germany, Australia and Canada.

FoodCloud can help Ireland to become a leader in developing solutions for rescuing and redistributing surplus food.

Our Policies:

FoodCloud exists first and foremost to reduce the environmental, social and economic impact of waste in the food supply chain. We - FoodCloud and ultimately Ireland must align ourselves strategically and in policy terms with international goals, standards and methodologies.

In the first instance we focus on redirecting surplus food in the food supply chain from disposal to consumption by people. Ultimately we aim to work with industry actors to reduce their production of surplus food in the first place.

We will campaign for progressive policy and practise around waste in the food supply chain. We may target consumers as a means to influencing the behaviour of industry actors.

The Global and Irish Situation

One-third of food produced for human consumption is lost or wasted globally, which amounts to about 1.3 billion tons per year. There is more than enough food produced in the world to feed everyone, yet 815 million people go hungry.

As reflected in Sustainable Development Goal 2 (SDG 2), one of the greatest challenges the world faces is how to ensure that a growing global population - projected to rise to around 10 billion by 2050 – has enough food to meet their nutritional needs.

Food is lost or wasted throughout the supply chain, from initial agricultural production down to final household consumption. Food losses represent a waste of resources used in production such as land, water, energy and inputs, increasing the green gas emissions in vain, in addition to loss of economic value of the food produced (FAO, 2011).

Reliable data on food waste levels is scarce; the best data suggests nearly 90M tonnes of food waste is generated within the EU food supply chain each year; extrapolating Irish data suggests anywhere between 0.5M and 2.2M tonnes of food waste is generated in Ireland.

Environmental Impact:

The amount of food lost or wasted translates into about a quarter of all water used by agriculture, requires cropland equivalent to an area the size of China, and is responsible for an estimated 8 percent of global greenhouse gas emissions.

Economic Impact:

Food waste equates to a wasted investment that reduces the economic wellbeing of all the actors in the food supply chain, including the final consumer. Food waste amounts to economic losses of \$940 billion per year.

Social Impact:

At a time when almost 1 billion people do not have enough to eat, food wastage represents a missed opportunity to improve global food security.

International Response:

In 2012, The European Parliament passed a resolution to halve food waste in the European Union by 2025. In 2015, the U.S. government declared a similar national 50% food waste reduction goal by 2030.

In September 2015, the United Nations formally adopted a set of 17 Sustainable Development Goals (SDGs). SDGs are global goals to end poverty, protect the planet, and ensure prosperity for all. SDG 12 seeks to “ensure sustainable consumption and production patterns.” The third target under this goal (target 12.3) calls for cutting per capita global food waste at the retail and consumer level by 50%, and reducing food losses along production and supply chains (including post-harvest losses) by 2030.

In order to support the achievement of the SDG 12.3 target on food waste a number of international and national initiatives have been established, including the following:

A global standard was designed to enable the consistent quantification of baselines and tracking of progress toward Target 12.3. The Food Loss and Waste Accounting and Reporting Standard (or FLW Standard) aims to facilitate the quantification of “food loss and waste” (FLW) (what to measure and how to measure it) and encourage consistency and transparency of the reported data. For more information on the FLW see Appendix 1.

Champions 12.3 is a coalition of executives from governments, businesses, international organizations, research institutions, farmer groups, and civil society dedicated to inspiring ambition, mobilizing action, and accelerating progress toward achieving SDG Target 12.3 by 2030. Members include CEO’s of Tesco, Unilever, Nestle and Sodexo.

The EU Commission established The EU Platform on Food Losses and Waste (FLW) aims to support all actors in defining measures needed to prevent food waste; sharing best practice; and evaluating progress made over time. Two focus areas to date are food waste measurement and food donation.

In March 2017, the Department of Communications, Climate Action and Environment launched a series of measures to tackle food waste in Ireland including the establishment of Ireland's first ever Action Group on Food Waste in the Retail Sector.

Champions 12.3 proposes and quantifies a robust business case for countries, cities and corporations to reduce food waste. Focusing on corporations, the analysis suggests that each €1 spent on food waste reduction leads to a €14 economic benefit for the average company operating in the food supply chain.

Actions for Ireland:

Ireland needs to develop a clear action plan to reach SDG 12.3. FoodCloud provides Ireland with a national end to end solution to donate food; and so now there is a need to maximise this opportunity by encouraging more businesses to reduce their food waste and also donate their surplus food to people.

FoodCloud agrees with Voice Ireland, a member-based Irish environmental charity, that a food donation liability relief statute should be enacted to encourage the donation of surplus food. Many suppliers do not donate surplus food because of their fear of litigation if someone becomes ill from eating donated food. Other countries have adopted liability relief statutes to encourage food donations, but have safeguards in place to prosecute suppliers who are grossly negligent when supplying spoiled food. In addition, Farmers, supermarkets and restaurants should be prevented from binning surplus food and instead direct such food to charities and communities in need via food banks to avoid food unnecessarily ending up in landfill. This is currently being done in France.

FoodCloud wishes to support Ireland in developing an international leadership position on measuring and reporting on food waste across the supply chain, potentially becoming the first country to adopt the FLW Standard.