

Impact Report

2021

12 CHAMPIONS

committed their time to accelerate progress toward halving food waste by 2030 in Aotearoa New Zealand



1691

WEBSITE VISITORS



640

FACEBOOK FOLLOWERS



359

INSTAGRAM FOLLOWERS

3 ROUNDTABLES

Employed a new coordinator and partnered with WasteMINZ to combine our efforts for stronger impact

SHOWCASING

4 Champions presented at public forums

Including Rabobank/KiwiHarvest Food Waste Survey launch with the Prime Minister and MPs in attendance

120+

ATTENDEES

At the inaugural **Food Waste Summit**, co-developed with WasteMINZ

3 Leadership in National Food dialogues

ADVOCACY

Meeting with Minister Parker, ongoing engagement with Ministers to set food waste definition and target

Submitted on **National Waste Strategy** and **Emissions Reduction Plan**

ACTION

Designing New Zealand's first **voluntary agreement** for leading food businesses to reduce food waste

Made possible by **AGMARDT, Whakatupu foundation**, strategic partner **Ministry for the Environment** and founding partners **Countdown** and **Goodman Fielder**

CITIZENS OF 12.3

3 Consumer behaviour change resources created

1 Collaborative Event with nation-wide activations for **International Day of Awareness for Food Loss and Waste** with University of Otago, Everybody Eats, KiwiHarvest

Where are we heading in 2022

- + Food waste definition and **national reduction target** set
- + **Launch voluntary agreement** with 10 leading food business signatories and government support