



2024-2030 **STRATEGIC BUSINESS PLAN.**

WORKING TOGETHER
TO END FOOD WASTE.

**END
FOOD
WASTE**
AUSTRALIA

OUR VISION IS AN AUSTRALIA WITHOUT FOOD WASTE. STARTING WITH HALVING FOOD WASTE BY 2030.

End Food Waste Australia is delivering a more productive, sustainable and resilient Australian food system through ending food waste and food insecurity.

2024

Food waste costs Australia **\$37B** per annum.

9.2MT of food waste predicted to be generated in 2030.

Current EFWA activities are predicted to reduce **1.4MT** of food waste in 2030 (**31%** of the National Food Waste Strategy target).

World's largest **Public Private Partnership** dedicated to ending food waste.

2030

Halved per capita food waste to **4.6MT**, achieving the National Food Waste Strategy & UN SDG12.3 targets.

New EFWA activities reduce food waste by an additional **2.5MT**, with **0.7MT** to be delivered by partners.

New investment of **\$135M** in EFWA.

The Australian Food Pact will deliver an additional **\$1.2B** in economic benefit to businesses.

Halving food waste will avoid **50MT** CO₂-eq GHG emissions.

OUR OBJECTIVES

- 1. We conduct world-leading research** through the End Food Waste Cooperative Research Centre.
- 2. We support bold industry action and collaboration** through the Australian Food Pact and Sector Action Plans.
- 3. We will change behaviour in our homes** to help save food, money and our planet.
- 4. We will help improve our food system** through new ideas, partnerships and policy development.

OUR PRIORITIES

- Deliver \$19M in new R&D projects that deliver real industry impact.
- Graduate 40 Future Leader postgraduates and deliver Industry PhD program with KPMG.
- Enhance research extension through commercialisation and communications.
- Deliver remaining 28 Grant Agreement milestones and 7 impact targets.
- Recruit 34 new food industry Australian Food Pact signatories.
- Implement 10 Sector Action Plans (SAPs).
- Deliver and implement 12 new SAPs, targeting food waste hotspots in Australia.
- Develop manufacturing and hospitality food waste education, advisory and training programs.
- Empower businesses to lead the charge in food waste reduction, demonstrating their commitment to a sustainable future.
- Launch and grow the Nationwide Consumer Behaviour Change Campaign through to 2030.
- Address 'out of home' consumer food waste.
- Enhance our communications, marketing and stakeholder engagement to drive societal change.
- Implement recommendations from recent government inquiries relating to food waste, food security and food systems policy.
- Provide evidence to inform policy change and better regulation, such as food donation tax incentives.
- Diversify our offering, our partnerships and our funding base.



PURPOSE

Making a difference for good.



INTEGRITY

Doing what is right.



COLLABORATION

Working together for better outcomes.



PERFORMANCE

Creating meaningful impact.

OUR VALUES

Delivering on:



With support from:



Australian Government
Department of Industry,
Science and Resources

AusIndustry
Cooperative Research
Centres Program



Australian Government
Department of Climate Change, Energy,
the Environment and Water

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OUR VISION IS AN AUSTRALIA WITHOUT FOOD WASTE.

Food waste feeds climate change, robs businesses of profitability and creates food insecurity. It is time to end the world's most ridiculous problem.

We are End Food Waste Australia, the lead organisation dedicated to ending food waste in our nation.

Our vision is an Australia without food waste, beginning with the ambitious goal of halving food waste by 2030.

Launched in 2018 as the Fight Food Waste Cooperative Research Centre, we expanded our reach in 2021 by becoming the National Food Waste Governance Entity (later renamed Stop Food Waste Australia).

Today, we stand as the leading not-for-profit organisation entrusted with implementing the 2017 National Food Waste Strategy (NFWS) and achieving United Nations Sustainable Development Goal 12.3 (UN SDG 12.3).

Over the past six-years we have grown into the world's largest public-private partnership solely focused on ending food waste. Collaborating with nearly 200 organisations, we tackle an issue that impacts Australians every day.

Our goal is to be the indispensable partner for business and governments across the nation, driving the achievement of their food waste reduction targets in line with the National Food Waste Strategy and state based strategies, which require us to halve per capita food loss and waste over the next five years, equating to 4.6 million tonnes of food waste reduced in 2030.

Food waste is a problem we can solve - if we unite and focus our efforts nationwide.

If you grow, make, move, sell, buy or eat food, you are a vital part of the fight to end food waste.

Ending food waste **starts with us all.**

AT END FOOD WASTE AUSTRALIA, WE ARE STRUCTURED AROUND OUR FOUR KEY OBJECTIVES:

1.

RESEARCH, DEVELOPMENT & EXTENSION

Through the End Food Waste Cooperative Research Centre, we conduct world leading research to develop innovative solutions.

2.

INDUSTRY ACTION

We drive bold industry initiatives and collaboration through the Australian Food Pact and Sector Action Plans.

3.

BEHAVIOUR CHANGE

We transform consumer behaviour helping everyday Australians to save food, money, and our planet.

4.

STRATEGY POLICY & GROWTH

By championing new ideas, partnerships and policy, we aim to create a more efficient food system.



OUR CURRENT FUNDERS

We are currently funded by the Australian Government Department of Industry, Science and Resources (DISR) Cooperative Research Centre Program, and Department of Climate Change, Energy, the Environment and Water (DCCEEW), agrifood and allied industry partners, state and territory governments, and our research partners.

INTRODUCTION.

End Food Waste Australia (EFWA) is committed to a future where food waste is a **problem solved**.

This Plan outlines what is required to achieve Australia's target to halve food waste by 2030 and the funding and partnerships required to achieve this.

EFWA is at a crucial point in our mission. Over the past six years, we have worked with the Australian Government on three major initiatives underpinned by grant agreements aimed at reducing food loss and waste:

- **Fight Food Waste Cooperative Research Centre Grant Agreement** (\$30M; 2018-2028; now End Food Waste CRC), with the Department of Industry, Science and Resources (DISR) Cooperative Research Centre Program.
- **National Food Waste Governance Entity Grant Agreement** (\$4M; 2021-2024; formerly Stop Food Waste Australia), with the Department of Climate Change, Energy, the Environment and Water (DCCEEW).
- **Nationwide Consumer Behaviour Change Campaign Grant Agreement** (\$10M; 2023-25), with the Department of Climate Change, Energy, the Environment and Water.



Australia began its nationwide food waste reduction efforts in 2015, by committing to the UN Sustainable Development Goal (UN SDG) Target 12.3, aiming to halve global food waste per capita by 2030. This commitment was strengthened in 2017 with the launch of the National Food Waste Strategy (NFWS), which set a national target to halve all edible and inedible food loss and waste from farm to fork by 2030. The definition of food waste included in the NFWS includes edible and inedible solid or liquid food intended for human consumption, generated across the entire food supply chain, that does not reach the consumer or reaches the consumer but is thrown away. To achieve this target only prevention and redistribution to people, conversion to animal feed and transformation into new food products (i.e., upcycled foods) will contribute. Therefore initiatives aligned with the destinations above will be prioritised over composting, anaerobic digestion and bio-energy production.

The NFWS Feasibility Study (2021) established a national food waste baseline of 7.6 million tonnes. Factoring in population growth we estimate Australia's food waste to be 9.2 million tonnes in 2030. To achieve the national target, we must halve food loss and waste each year, culminating in a 4.6MT reduction in 2030.

EFWA has already committed to initiatives predicted to deliver 31% of the NFWS target. New investment of \$135M is required to enable us to work with our partners to achieve a further 54% reduction. Additional initiatives outside of EFWA activities will be required to achieve the final 15% gap to meet the target.

*Conversion of food waste to non-food biomaterials counts toward achieving the UN SDG 12.3 but not the NFWS target.

Our partners have delivered world-class research, informed policy development, implemented food loss and waste reduction activities, supported the food rescue sector, and engaged communities nationwide. This includes a new nationwide consumer behaviour change campaign due to launch this year.

The team at EFWA is dedicated to creating a sustainable, resilient and equitable food system, by ending food waste and food insecurity, and improving productivity and profitability. However, we cannot do this alone. The NFWS Feasibility Study concluded that halving Australia's food waste by 2030 is feasible but requires unprecedented action by governments, industry and the community. We celebrate our progress with existing partners and look forward to welcoming new partners on this journey to halve food waste in Australia. With only five years to go, there is no time to waste.

JOIN US IN THE MISSION TO END FOOD WASTE.

We invite you to join us in this vital mission. Together, we can transform our food system into one that is sustainable, resilient, and equitable. By partnering with End Food Waste Australia, you will be part of a powerful movement dedicated to ending food waste and securing a better future for all Australians.

This is your chance to make a significant impact. Let's build on our achievements and realise our vision of an Australia without food waste. Your support can turn the tide and ensure that every effort counts. Together, we can create a legacy of positive change that will benefit generations to come.

WHY REDUCE FOOD WASTE?

FOR PEOPLE

Food waste is a pressing issue that exacerbates hunger and financial strain for **millions of Australians**.

Over the past year
3.7 million

Australian households (36%) experienced **food insecurity** - more than the households in Sydney and Melbourne combined.



Tackling food waste directly addresses hunger and offers substantial financial relief.

Households can save

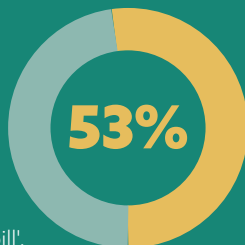
UP TO \$2,500

annually by reducing the amount of food they waste.

Collectively that saves Australians

\$19.3 BILLION A YEAR

Households effectively pay **53%** of Australia's food waste 'bill'.



FOR INDUSTRY PROFITABILITY

Food waste significantly **impacts the profitability** of Australian businesses.

Each year, Australia wastes

7.6 million

tonnes of food, costing the economy **\$36.6 billion**.



For businesses, the average cost of food waste amounts to

5.6% of total sales.

For every dollar invested in food waste prevention **companies can expect a return of \$7-21.**



The Australian Food Pact saved food businesses **\$60 million in 2023.**

Savings to 2030 could be as high as

\$1.2 billion.



FOR THE PLANET

Food waste feeds climate change generating up to

10%

of global greenhouse gas emissions.



Halving food waste in Australia by 2030 could prevent

50 million tonnes

of CO₂ emissions - the equivalent of removing half the vehicles from Australian roads for a year.

By wasting food, each year, we waste enough water **to fill Sydney Harbour 5x** and utilise a land mass **larger than the State of Victoria** to produce food that is ultimately wasted.

Addressing food waste will

alleviate pressure

on **water stressed communities** and **safeguard our precious natural resources** and **biodiversity**.

ADDRESSING UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS.

In 2015 United Nations Member States committed to delivering 17 Sustainable Development Goals or SDG's.

Our ambition as an organisation is to deliver on the NFWS target, and if successful we will achieve SDG 12.3, to halve food waste by 2030, along the way. In tackling food loss and waste, we are proudly part of a global movement that helps address 14 of the 17 SDG's.

"By 2030, 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"



Source: The State of Food and Agriculture 2019 (fao.org)

OUR BUSINESS FUNCTIONS.

We aim to deliver our vision through our frontline business functions:



Research, Development and Extension - End Food Waste CRC:

building knowledge and capacity in industry, governments and society. Co-investment in research, innovation and the evidence base for action.



Industry Action:

changing the way business does business through pre-competitive collaboration, innovation, training, and education and advisory services.



Behaviour Change:

changing people's habits and behaviours by providing them with practical tools and support to help them save money, time and the planet, and lead healthier lives.



Strategy, Policy & Growth:

unlocking new opportunities to increase the scope and impact of our work. Using data analytics, impact measurement and new insights to build the evidence base to support industry action and advocate for policy change and demonstrate our impact and that of our partners.



Marketing, Communications & Stakeholder Engagement:

promoting our work and that of our partners through a growing network of media partners. Providing information, tools and best practice guidance to support action by governments, industry and communities.



These frontline business functions are supported by our Corporate Services team who help us to manage our finances and contracting, corporate governance activities, administration, HR (People & Culture), and our day-to-day operations and systems.

EFWA ACHIEVEMENTS TO DATE.

Our current activities will lead to us achieving 31% of the NFWS target by 2030.

Over its first six years of operations EFWA is proud to have achieved the following results:

RESEARCH, DEVELOPMENT AND EXTENSION

On track to deliver all

57 original Grant Agreement milestones by mid-2028

On track to exceed

6 impact targets once its full complement of R&D, education and commercialisation projects are commissioned

44 completed EFW CRC research projects

155 scientific publications

34 active EFW CRC research projects

54% of research funds allocated

32 Postgraduate Future Leaders commenced studies

\$20 million of new projects in the pipeline

INDUSTRY ACTION

38 Australian Food Pact signatories

3 Australian Food Pact collaborative working groups established

190 million meals donated to food rescue charities by Pact signatories

10 Sector Action Plans commenced/ completed with over 100 participating organisations

\$60 million saved by moving **695,000 tonnes** of food up the food recovery hierarchy

Development of extensive food waste reduction toolkit and industry training packages

BEHAVIOUR CHANGE

Costed business case for a nationwide consumer behaviour change campaign **accepted**

\$10 million of federal seed funding secured for compelling consumer campaign created to unify a nation

State of the Nation Report on consumer behaviour change **completed**

Campaign strategy **approved** by the Commonwealth

2024 Consumer campaign due to launch

STRATEGY, POLICY AND GROWTH

Canberra Policy Workshop to **prioritise policy change and better regulation** of food loss and waste.

Established **federal and state government roundtables**

Research underway into the impact of **trading practices** on food waste

Positive responses to EFWA submissions to government inquiries leading to recommendations for policy & regulatory change

Tax incentives for food donation introduced into Australian Parliament

OUR PRIORITIES TO 2030.

HEADLINE PRIORITIES 2024-2030

- Reduce 4.6 MT of food loss and waste from farm to fork in 2030.

RESEARCH, DEVELOPMENT AND EXTENSION - END FOOD WASTE CRC

- Deliver \$19M in new R&D projects that supports this reduction.
- Graduate 40 postgraduate students through our Future Leader and Industry PhD programs.
- Enhance research extension through commercialisation and communications.
- Deliver the remaining 29 Grant Agreement milestones and 7 impact targets.

INDUSTRY ACTION

- Empower businesses to lead the charge in food waste reduction, demonstrating their commitment to a sustainable future.
- Recruit 34 new food industry Australian Food Pact signatories.
- Implement 10 Sector Action Plans (SAPs), deliver 6 new SAPs, and 6 new horticulture SAP deep dives to target remaining major food waste hotspots in Australia.
- Develop and deliver training workshops, advisory and auditing services for food businesses.

BEHAVIOUR CHANGE

- Launch and grow the Nationwide Consumer Behaviour Change Campaign through securing funding until 2030.
- Leverage best practice behavioural science to support consumers to reduce food waste in and out of the home.
- Collaborate with stakeholders from farm to fork to amplify the campaign to achieve shared priorities.
- Enhance our communications, marketing and stakeholder engagement to drive societal change.

STRATEGY, POLICY & GROWTH

- Delivering our strategy to unlock new opportunities to increase the scope and impact of our work.
- Implement recommendations from Australian Government and State and Territory government inquiries relating to food waste, food security and food systems policy.
- Provision of evidence to inform policy change and better regulation.



OUR VALUED PARTNERS.

Collaboration underpins all of End Food Waste Australia's activities.
We thank our participants, partners and signatories for their ongoing support.

END FOOD WASTE CRC PARTICIPANTS



NATIONAL FOOD WASTE GOVERNANCE ENTITY PARTNERS



AUSTRALIAN FOOD PACT SIGNATORIES



Disclaimer: Partners, Signatories and Participants represented above are current as of July 2024.

FUTURE FUNDING REQUIRED TO DELIVER ON AUSTRALIA'S FOOD WASTE TARGET.

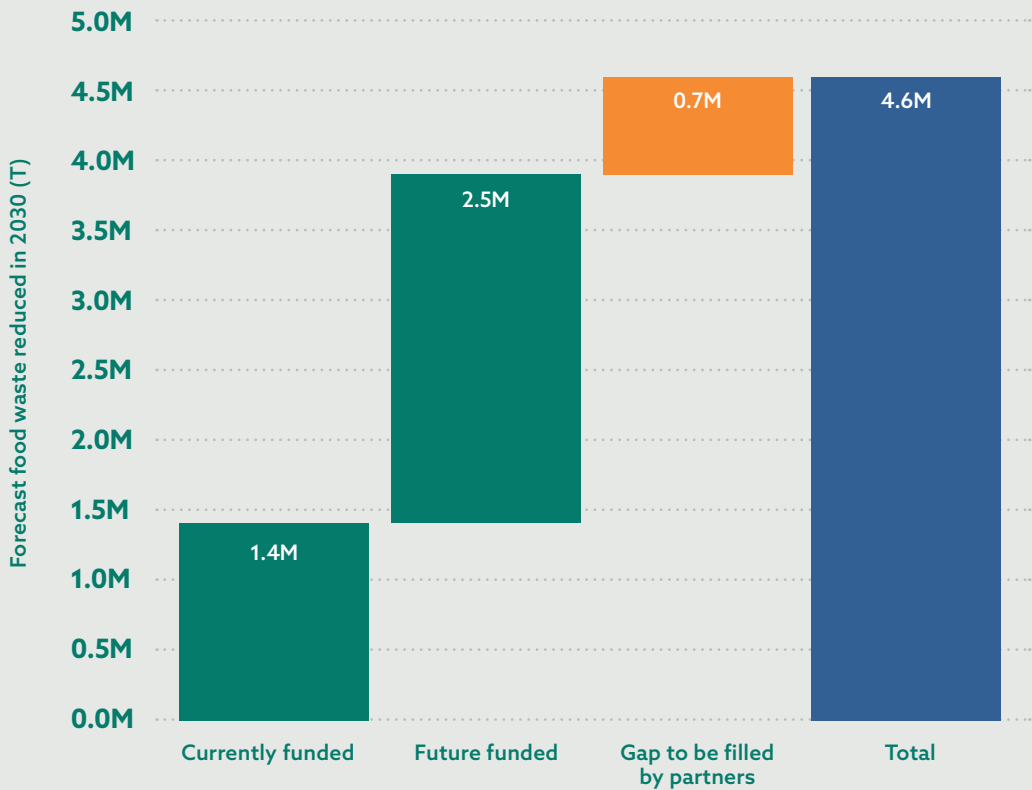
The National Food Waste Strategy commits Australia to halving all edible and inedible food loss and waste from farm to fork by 2030.

PROGRESS TO DATE

Current funding and initiatives are projected to achieve a 1.4 million tonne reduction in 2030, representing 31% of our target. This includes impacts from existing and future End Food Waste CRC projects, and initial impacts from the Australian Food Pact, Sector Action Plans and the Nationwide Consumer Behaviour Change Campaign.

THE PATH FORWARD

To achieve the remaining 69% of the target, new funding and actions from partners are essential. This plan outlines key initiatives under the Industry Action, Behaviour Change and Strategy, Policy & Growth pillars, predicted to deliver an additional reduction of 2.5 million tonnes in 2030. Combined EFWA activities are estimated to reduce food waste by 3.9 million tonnes in 2030, closing in on the 4.6 million tonne national target. The remaining 0.7MT are predicted to be delivered by non-EFWA activities by industry and governments.



FUTURE FUNDING REQUIRED TO DELIVER ON AUSTRALIA'S FOOD WASTE TARGET.

INVESTMENT REQUIREMENTS

To deliver these initiatives, a minimum of \$135 million in new funding is needed between 2024 and 2030. This funding will continue the Australian Food Pact, Sector Action Plans, and the Nationwide Consumer Behaviour Change Campaign, while supporting industry behaviour change, policy, marketing, stakeholder engagement and research extension activities.

Research, Development and Extension – The End Food Waste CRC

The End Food Waste CRC, funded until June 2028, will continue to commission high-impact R&D projects. Additional resources will be focused on translating research into high-impact outcomes such as commercial products, policy recommendations, and industry capacity building. These extension activities are crucial to converting food waste reduction predictions into actual reduced tonnes of food waste by 2030. Opportunities to extend EFW CRC research impact beyond 2030 will be pursued to drive the R,D&E required to reach Australia's targets.

Industry Action

Our Industry Action is the driving force behind transformative collaboration across businesses, supply chains, and sectors.

This business function features two cornerstone programs: the Australian Food Pact and Sector Action Plans (SAPs). The Australian Food Pact is a compelling initiative designed to unite the food industry in the fight to end food waste. Our goal is to not only retain our current signatories but also to bring on board at least 34 new food producers and retailers. By 2030, we aim to achieve nearly 30% post-farmgate food business market penetration across Australia. This ambitious target is projected to deliver a staggering economic benefit of \$1.2 billion to signatories, making it a win-win for both the environment and the economy. Achieving this vision requires a \$23 million investment in new funding from 2025 to 2030.

Building on the success of our existing Sector Action Plans, we are committed to delivering substantial food waste reduction across multiple industries. This involves implementing the 10 current SAPs, developing six new SAPs, and conducting six new horticulture deep dives to address remaining food loss and waste hotspots. To accomplish this, we require \$27 million in new funding over the next five years. Through these strategic actions, we are not just setting targets but actively creating a pathway to a more sustainable, efficient, and economically vibrant food system. Join us in driving this change and be part of the solution to end food waste in Australia.

Behaviour Change

Achieving behaviour change demands significant long-term commitment from all stakeholders. A strong symbiotic relationship between all levels of government and industry is required, reaching consumers at moments that matter with a nationally consistent, unified behaviour change strategy. This requires national leadership, long-term investment, and genuine collaborative commitment from all stakeholders.

Through the federal government demonstrating national leadership in the seed funding the development, launch and the first year of the campaign, leading industry stakeholders, and state and local governments can now be enabled to support the national effort.

Over the next 5 years, securing multi-year base campaign funding is critical in continuing to enable broad stakeholder support at scale.

A total investment of \$66.9M is essential to achieve genuine and enduring behaviour change in households. This will include financial contributions, collaborative partnerships and activations and additional research into key segments, target audiences and high-impact consumer food waste behaviours.

Additionally, further funding will be required to extend the consumer campaign into out of home consumer behaviours, such as in the hospitality and food service sectors. Addressing consumer expectations and behaviours when it comes to eating out will play a critical role in supporting the hospitality sector itself to minimise the sector's food waste.

With consumer food waste, both in and out of the home, representing the largest part of waste in the value chain in Australia, it is critical for all levels of government and industry to meet the challenge with long-term support and at scale.

By galvanising a unified national effort and securing the necessary investment to reach all Australians, we can create a powerful and lasting legacy of behaviour change that allows the nation to meet its 2030 commitments.

Strategy, Policy & Growth

Our Strategy, Policy & Growth business function is designed to unlock new opportunities and expand our impact on food waste reduction. By investing \$8.9 million over the next five years, we will enhance our ability to provide evidence-based policy support, develop innovative strategies, and foster sustainable growth. This investment will ensure we remain at the forefront of driving change and creating a lasting impact on Australia's food system.

FUTURE FUNDING REQUIRED TO DELIVER ON AUSTRALIA'S FOOD WASTE TARGET.

Marketing, Communications & Stakeholder Engagement

Effective marketing, communications, and stakeholder engagement are essential to securing sustained commitment and action towards ending food waste in Australia. To achieve this, we require an investment of \$8.6 million over the next five years.

Building our communication channels will be instrumental in raising awareness and securing investment in food waste solutions. By connecting Australians and the food industry to the tangible impact of End Food Waste Australia's programs, we will drive collective action. Our efforts will include providing valuable information, practical tools, and best practice guidance to empower governments, industry, and communities to take decisive action to end food waste.

Voluntary industry action and contribution are vital to achieving these targets. Through these strategic actions, we are not just setting targets but actively creating a pathway to a more sustainable, efficient, and economically vibrant food system. By participating in these programs, businesses demonstrate leadership and commitment to reducing food waste, which benefits not only their operations but the entire nation.



FUTURE FUNDING

To meet our ambitious targets and deliver significant reductions in food waste, we estimate that a minimum of \$135 million in new funding is required between 2024 and 2030. This has been calculated using a bottom-up evidence based approach using our first six years of activities. A detailed budget and proposed co-investment strategy, that is based on a proven national model, can be shared with partners interested in co-investing in Australia's national effort to halve food waste.

This investment will turbocharge the Australian Food Pact, Sector Action Plans, and the Nationwide Consumer Behaviour Change Campaign. It will also support a comprehensive suite of industry behaviour change, policy, marketing, and stakeholder engagement activities, aiming to achieve an additional reduction of 2.5 million tonnes of food waste annually.

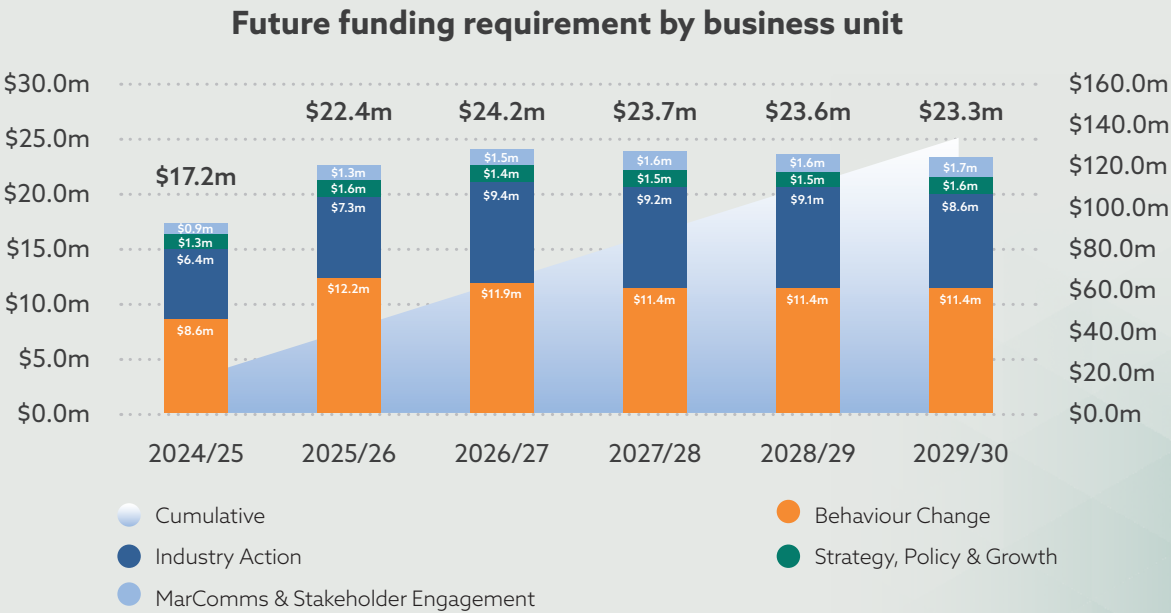
Investing in food waste reduction also offers compelling economic benefits. The predicted \$7-21:1 return on investment translates a into \$945M-\$2.8B return

on the \$135M investment required. This demonstrates a clear financial advantage, making the case for investment not only environmentally responsible but also economically sound.

OUR VALUED PARTNERS

Collaboration underpins all of End Food Waste Australia's activities.

We thank our participants, partners and signatories for their ongoing support.



DELIVERING IMPACT THROUGH PARTNERSHIP.

We cannot deliver our vision of an Australia without food waste alone.

To achieve our nations ambitious targets, we will collaborate with those most affected by food waste and those who will benefit most from action; Governments, industry, NGOs, research organisations, and consumers.

End Food Waste Australia's greatest strength is our proven ability to partner and collaborate with key organisations.



Join us in building on these successes and forging new partnerships. Here's how:

RESEARCH, DEVELOPMENT & EXTENSION OPPORTUNITIES

Partners can invest in and help deliver, through the End Food Waste CRC, groundbreaking research that addresses food waste problems and provides the evidence base for policy interventions and consumer behaviour change. Together, we can innovate and develop impactful solutions that drive real change.

BEHAVIOUR CHANGE OPPORTUNITIES

Join the collaborative voice of the nation by partnering with the Nationwide Consumer Behaviour Change Campaign. Our partners can amplify the main campaign and/or customise materials for their own initiatives. Partnerships are essential for ensuring an enduring and impactful campaign. Additional investment will transform seed funding into a legacy campaign for all Australians.

INDUSTRY ACTION OPPORTUNITIES

Partners can implement food waste prevention and reduction solutions in their businesses and collaborate to solve shared challenges through membership in the Australian Food Pact. By contributing to sector-wide food loss and waste reduction through the development and implementation of sector action plans, we can achieve more collectively.

STRATEGY, POLICY & GROWTH OPPORTUNITIES

Partners can help to develop or seek support on new policy interventions that reduce food waste and implement policy initiatives that can make a difference. By working together, we can shape policies that drive widespread change and ensure a sustainable future.

By uniting and focusing our efforts, we can transform our food system and build a better future for people, businesses, and the planet. The call to action is clear: unprecedented collaboration and investment are crucial. Together, we can turn the tide on food waste, ensuring a sustainable, resilient, and prosperous future for all Australians.

“

**IF YOU GROW, MAKE, MOVE,
SELL, BUY OR EAT FOOD,
YOU CAN BE PART OF THE FIGHT
TO END FOOD WASTE.**

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