



fdf | **AMBITION
2030**

**Driving a sustainable
food and drink industry**



Contents

Introduction	2
The State of the Natural Environment	3
Sustainability for Food and Drink Manufacturers	4
Taking Action	5
The Five Pillars	7
Net Zero	7
Nature Restoration	8
Sustainable Commodities	9
Food Waste	10
Packaging	11
The Road to 2030	12
Measuring Success	12

Introduction

The Food and Drink Federation (FDF) is the voice of the food and drink manufacturing industry - the UK's largest manufacturing sector - with companies and sites across every region of the country. We employ half a million people who make the safe and nutritious range of British food and drink that is loved at home and across the globe.

Our industry contributes £38 billion to the UK economy and the 12,500 businesses in the sector provide not just jobs but careers, with opportunities from the production line to food science and engineering. Flying the flag for the UK across the world, the sector generated a record high of nearly £25 billion in exports in 2022.

The impacts of climate change and nature's decline are being felt right across the globe, posing an ever-growing threat to food production and food security. The FDF and our members know that we must collaborate with government and across the supply chain to tackle these critical food-security and sustainability issues.



Ambition 2030 sets out the sector's important role in tackling these challenges and how every business can make its contribution.

The strategy is supported by practical guidance on measurement, target-setting and action, such as FDF's Net Zero Handbook, and on how to navigate the increasingly complex landscape of initiatives and reporting frameworks.

The strategy has five pillars, reflecting the areas in which our members can make the greatest contribution through their action:



Net Zero



Nature Restoration



Sustainable Commodities



Food Waste



Packaging

This work sits alongside actions that members and FDF are taking on other sustainability issues, which include labour and human rights, diet and health, industry growth and more.

The State of the Natural environment

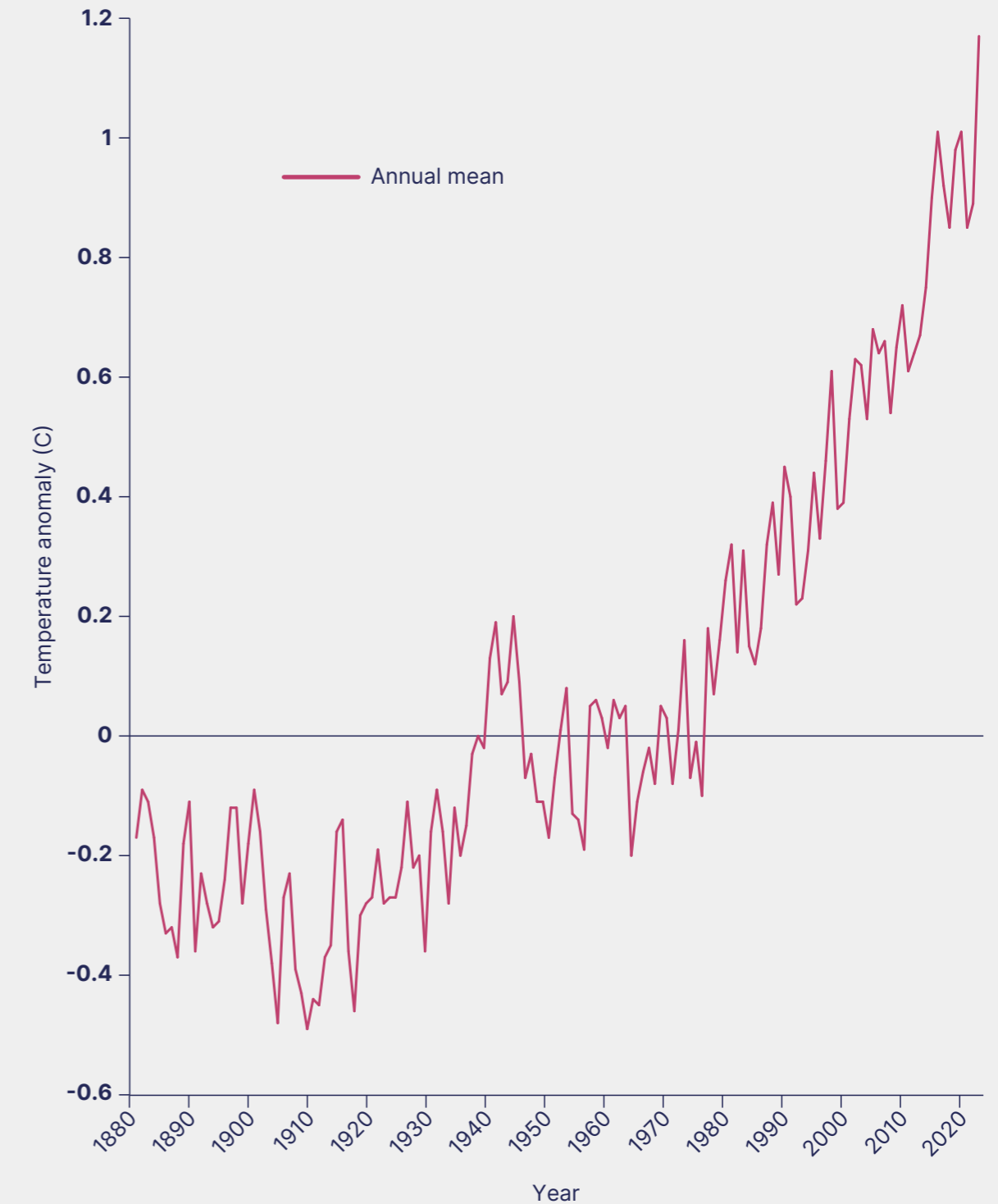
The world is facing a dual nature and climate crisis. We have already crossed six of the nine planetary boundaries that stabilise and regulate our Earth's system to keep it in a state that sustains human life as we know it. And we are starting to feel the impacts of this. Summer 2024 was the world's hottest since records began in 1850, with wildfires, floods, and droughts. In the UK, the last 18-month period has been the wettest on record, dramatically impacting crop production and livestock farming. Looking to the future, the UN predicts that a 1-2 degree rise in global temperatures will decrease crop yields in both temperate and tropical regions. This brings the increasing threat to food security into sharp focus, given both the dependency of food production on the environment and the need to feed a growing population from land that is becoming increasingly degraded.

There have been multiple international agreements to take collective action. The Paris Agreement, signed in 2015, is a legally binding treaty to limit global warming to 1.5 C. In 2022 at COP15, 23 biodiversity targets were added, including: protecting 30% of global land and 30% of global oceans by 2030. These have been reflected in national-level policy, such as the UK committing to becoming nature positive by 2030 and Net Zero by 2050.

However, the Climate Change Committee highlights that almost all the indicators show that the progress has been far slower – or is regressing. There is still time to achieve these environmental targets, but efforts need to be greatly accelerated.

Global temperature change since 1880

Source: NASA's Goddard Institute for Space Studies (GISS). Credit: NASA/GISS



Sustainability for Food and Drink Manufacturers

With embedded impacts and interdependencies, the global food system is the most significant contributor to the world's climate and nature crises. In the UK, food consumption accounts for almost a quarter of the UK's total carbon emissions. The challenge for food and drink manufacturers to ensure the future resilience of the sector is significant given the broader context of increasing demand and increasing market volatility from extreme climatic events. Lack of action creates a broad range of operational and financial risks, impacting market, legislation and liabilities from changes in consumer sentiment, investor demands, market volatility, increased infrastructure costs and regulation.



However, there is a significant opportunity for food and drink manufacturers to create both short- and long-term value by moving to sustainable business models. This is because there are increasingly higher expectations from consumers, business customers, investors and governments for food manufacturers to reduce their environmental impacts. The business case for sustainability action includes the following benefits:

- **Forging** resilient supply chains
- **Improving** efficiency of operations
- **Building** sustainable brands that improve customer loyalty
- **Strengthening** and creating longer-term customer relationships
- **Improving** product quality and creating new innovative products
- **Meeting** investor expectations and attracting more customer finance
- **Improving** recruitment and retention of employees

Given the scale of the UK food and drink manufacturing sector, and the truly global reach of its supply chains, our sector has an integral role in three areas. These are shaping sustainable supply chains, taking ambitious action on climate change – and leading transformation to a more circular economy. To succeed, the sector needs a supportive policy and regulatory environment that not only creates a level playing field for businesses to drive change, but also makes being sustainable a competitive advantage.

Taking Action

Achieving Ambition 2030 requires a proactive and forward-looking approach. This strategy aims to support members to focus their time and resources to maximum effect, by providing direction and practical guidance on measurement, target-setting and action. Utilising resources such as [FDF's Net Zero Handbook](#), FDF will help companies navigate the increasingly complex landscape of initiatives and reporting frameworks. These resources aim to provide clarity, freeing up resource to focus on implementing actions.

FDF recommends that members follow [IGD's strategic framework](#) for building a sustainability roadmap, taking action across the following key areas:

1. **Measure** - to understand impacts and identify priorities
2. **Target** - to align business ambitions and strategies
3. **Implement** - to drive action in the business to effect change
4. **Finance** - to provide the budget and other resources needed
5. **Communicate & advocate** – disclose and communicate progress and push for wider changes.

Given the diversity of the industry, manufacturers are at different stages of their sustainability journeys. Ambition 2030 addresses this by demonstrating how each business can progress from their current position.

Each pillar sets out some of the actions businesses may take as they progress on their sustainability journey:



Taking Action

Industry and FDF members are already taking action across the five pillars of this strategy. However, progress between pillars differs due to multiple external and internal factors – such as regulation, consumer demand, and operational constraints. For example, the need to achieve Net Zero is well-established and underpinned by regulation. The Net Zero “entry” point therefore reflects this focus on action, for example - on heat decarbonisation where FDF has already provided guidance. Comparatively, Nature Restoration is the least developed policy area but is emerging as an urgent priority. FDF activity is focused on supporting and catalysing emerging member activity alongside developing a supportive regulatory and policy framework.

In light of this, FDF has produced detailed guidance for each pillar to support members in delivering each ambition. This includes:

- The latest information on the broader policy context
- Clear priorities for members taking action
- Concise summaries of the key frameworks, initiatives and standards that members are likely to come across, as well as recommendations on how to determine when to use them
- Example metrics for measuring success against each ambition
- Detail on FDF’s planned activities to support members working towards each ambition

An overview of each pillar is available at fdf.org.uk. This includes guidance on the many sustainability frameworks, standards and initiatives and draws out the relevance for food manufacturers. Some examples of those covered are:



Net Zero

Ambition:

Contribute to a 50% reduction in emissions across the agrifood supply chain by 2030.

Why action is needed

Climate change is accelerating, with summer 2024 the world's hottest on record with wildfires, floods and droughts impacting food production. The UK is currently not on track to meet its Net Zero targets, with a significant need for investment in sustainable transport, heat decarbonisation and sustainable agriculture. The food sector has an important role to play, accounting for nearly a quarter of the UK's total carbon emissions. FDF will support members to collaborate across the supply chain to halve farm-to-fork emissions by 2030.



ENTRY

- **Measure** S1,2&3¹ emissions, set **targets** in line with the SBTi², and develop a high-level reductions roadmap
- **Implement** actions to reduce S1-2 emissions - heat decarbonisation is a priority, alongside renewable energy, energy efficiency, refrigerants and transport

DEVELOPING

- **Implement** actions to reduce S3 emissions (see the other pillars). Prioritising reductions in ingredients is important as most significant emissions category.
- **Measure** FLAG³ emissions and set **targets** in line with the SBTi.
- **Align** employee and supplier incentives to deliver on climate goals

ADVANCING

- **Measure** S3 footprint at a product-level and implement actions such as reformulation
- **Communicate** by completing voluntary disclosures such as the TPT⁴ and CDP⁵
- **Develop** a costed decarbonisation transition plan and unlock finances needed, e.g. through an internal carbon fund.

Nature Restoration

Ambition:

Contribute to the UK's Nature Positive ambition to halt and reverse nature loss by 2030.

Why action is needed

The world is facing a nature crisis with a 69% decline in wildlife populations in the last 50 years. From farm to fork, the sector is both dependent on nature to grow food as well as being the biggest contributor to biodiversity loss. Nature loss is already increasing food production costs: for example, soil degradation in the UK costs farmers c.£246 million each year. Nature restoration is key to building resilient supply chains but a step-level change in investment is needed to plug the £44bn funding gap. As an emerging priority, most businesses are growing their understanding of their impacts on nature. FDF is prioritising scaling up support to members accordingly and advocating for a supportive regulatory framework.



ENTRY

- **Build** traceability and supply chain understanding, firstly how much raw material is sourced from where (at least at a national level)
- **Complete** a qualitative assessment to identify nature-related risks and impacts
- **Build** relationships with key suppliers and support them in understanding their nature impacts

DEVELOPING

- **Develop** a sustainable sourcing policy with procurement targets and support suppliers to implement this. For example:
 - **Source** 50% of fresh food from areas with sustainable water management by 2030 (Courtauld Commitment)
 - **Source** % of ingredients from regenerative farms (e.g. LEAF certification)
 - Quantitatively **measure** risks related to, and impacts on, nature (e.g. calculating water footprint, calculating FLAG⁶ emissions)

ADVANCING

- **Finance** nature restoration projects in key sourcing geographies (e.g. through NGO partnerships)
- Pilot new nature frameworks, e.g: TNFD⁷, SBTN⁸ (**communicate**)
- **Implement** and **finance** bespoke sustainability programmes to incentivise suppliers/farmers to adopt regenerative practices

Sustainable Commodities

Ambition:

Contribute to halting commodity-driven deforestation and conversion by 2030.

Why action is needed

UK food manufacturers rely heavily on commodities as ingredients, or as supply chain input such as animal feed. The conversion of land for agricultural expansion is the biggest cause of biodiversity loss and carbon emissions in the food supply chain, driving almost 90% of global deforestation. Over 100 countries have pledged to halt deforestation and conversion by 2030, yet only 6% of global food companies have set time-bound targets. Achieving this is also critical for meeting the food sector farm-to-fork ambition to halve emissions by 2030 (Pillar 1) as well as restoring nature (Pillar 2). FDF will support members in overcoming the challenges of sustainably sourcing from complex global supply chains.



ENTRY

- **Build** traceability and supply chain understanding, firstly assessing the volumes of all key forest-risk commodities, where they are sourced from, and which are certified
- Set a **target** and develop a sustainable sourcing policy to source 100% of top key forest-risk commodities^{9,10} from supply chains that are verified as deforestation and conversion free by 2030

DEVELOPING

- **Engage** with suppliers on both directly and indirectly sourced commodities such as those in composite products, and importantly, soy in animal feed
- Set a **target** and develop sustainable sourcing policy to source 100% of a company's key forest-risk commodities⁹ from supply chains that are verified as deforestation and conversion free by 2030

ADVANCING

- **Consider** reformulation where sourcing DCF ingredients is difficult and compare product-level footprints of options
- **Finance** afforestation projects in key sourcing geographies (e.g. through NGO partnerships)

Food Waste

Ambition:

Halve per capita food waste by 2030, contributing to UNSDG12.3 and the Courtauld 2030 commitment.

Why action is needed

Globally, around one third of all food produced is wasted. This has a substantial environmental impact, accounting for 8-10% of total global greenhouse gas (GHG) emissions and leading to excess pressure on land, nature and water resources. In the UK, 18% of food waste occurs during the manufacturing stage. The sector is on track to reach a 50% per capita reduction by 2030, with a 34% reduction in food waste at this stage since 2007. However, there has been limited progress in reducing household food waste. Manufacturers can help support here, for example, by improving durability labels to discourage good food from being thrown away – with FDF playing a role in cross-supply-chain collaboration. This will also maximise manufacturers’ contribution to halving farm-to-fork emissions by 2030 (Pillar 1).



ENTRY

- **Measure** and track food waste within all operations and calculate associated cost savings from reducing it to develop **financial** case for action
- Set **targets** and develop an action plan to halve food waste by 2030. This should include a **target** % for surplus redistribution

DEVELOPING

- Trial and **implement** initiatives such as recipe reformulation to reduce food waste within own operations
- Sign up to WRAP’s Food Waste Reduction Roadmap
- **Measure** and track food waste across the rest of the supply chain

ADVANCING

- Set **targets** and develop action plan to reduce supply chain food waste, e.g. through labelling changes, reformulation and exploring flexibility in product ingredient specifications
- **Collaborate** across the supply chain to support behaviour change initiatives that aid household food waste reduction.

Packaging

Ambition:

Contribute to implementing a worldclass packaging recycling system in the UK, reducing the environmental impact of packaging.

Why action is needed

Whilst the use of packaging has many benefits, it can also have negative environmental impacts. These range from the raw materials causing deforestation (e.g. unsustainable wood) to the emissions during manufacturing, and finally to improper disposal with the UN declaring the plastic pollution in our oceans a ‘planetary crisis’. UK recycling rates have plateaued: policy changes are needed to create a circular economy for packaging. The Government is introducing the Collection and Packaging Reforms which aim to do this although the starting point will be a public sector based scheme. However, to be successful and for the sector to make progress against this pillar’s ambition, the Government needs to move to an industry-led EPR scheme, creating a producer-led not-for-profit Producer Responsibility Organisation alongside additional interventions (e.g. acceptance of mass balance accounting for chemically recycled plastic under the Plastic Packaging Tax). FDF will continue to work closely with government to advocate for these changes to the reforms.



ENTRY

- Prepare well in advance for new Collection and Packaging Reforms
- **Measure** the weight of each type of packaging placed on the market, and whether it is reusable, recyclable or compostable

DEVELOPING

- **Work** to UK Plastic Pact targets and develop action plan. (Targets beyond 2025 are dependent on current discussions on a successor agreement): **Eliminate** unnecessary single-use packaging; 100% of plastic packaging is reusable, recyclable or compostable; 70% of plastic packaging is effectively recycled or composted; 30% of recycled content in all plastic packaging
- **Sustainably** source all paper and cardboard – this should be recycled or FSC-certified

ADVANCING

- **Reduce** environmental impact of packaging by 50% by 2030 (IGD Initiative), which includes delivering a 20% absolute reduction in packaging
- **Collaborate** on initiatives to improve household recycling, eg, on pack and in-store messaging

The Road to 2030

Ambition 2030 sets out how food and drink manufacturing will reduce its environmental impact over the next five years.

FDF's actions to support Ambition 2030

As the voice of manufacturing, FDF is leading the sector's efforts to reach Ambition 2030 across all five pillars, to help build a sustainable resilient food system for all. FDF will support members by providing guidance and sharing best practice, with companies also able to access support from FDF's Professional Affiliates. Alongside, FDF continues to work with members to understand shared barriers to action and to co-create solutions, advocating on behalf of members with supply chain partners, government and wider stakeholders.

Our work will include acting in the following areas:

Creating – new guidance and tools to support members' needs

Operating – active programmes such as the Climate Change Agreements (CCA) to directly assist members' activities

Engaging – with enabling organisations and agencies, on behalf of members

Supporting – third-party organisations that are pursuing sustainable solutions

Advocating – on behalf of the industry, for the enabling conditions for rapid action

Measuring Success

FDF will provide annual progress updates for each pillar of Ambition 2030. Our aim is to create a streamlined data collection process that utilises existing initiatives and frameworks, into which members already report. This will be supplemented by case studies for each pillar to provide an accompanying narrative.

The policy landscape as well as the supporting frameworks, standards and initiatives are expected to develop over the next five years. The pillars will be revised and updated on the Road to 2030 to reflect this.

Find out how the FDF can help with your sustainability journey. Get in touch today.

Sustainability Team: Ambition2030@fdf.org.uk

Footnotes

1. S1,2&3 = Scope 1, 2 and 3
2. SBTi = Science-based Targets initiative
3. FLAG = forestry, land and agriculture
4. TPT = Transition Plan Taskforce
5. CDP = Carbon Disclosure Project
6. FLAG = Forestry, Land and Agriculture
7. TNFD = Taskforce for Nature-related Financial Disclosures
8. SBTN = Science-Based Targets for Nature
9. Key forest-risk commodities = cattle, cocoa, coffee, oil palm, rubber, soya, and wood (inc paper (ie, those in scope of EUDR)).
10. A company's "top" key forest-risk commodities = those with the highest volumes sourced from higher risk locations. Whilst this is likely to be soy and palm oil, for some it could be beef from South America or paper pulp packaging.

fdf | **AMBITION 2030**

The Food & Drink Federation (FDF) is the voice of the food and drink manufacturing industry – the UK's largest manufacturing sector.

We contribute over £38 billion to the country's economy, supporting half a million jobs in every region and nation, and producing products that are loved in the UK and beyond.

Find out more about the work we do at:

[FDF.org.uk](https://fdf.org.uk)

X: [@FoodanddrinkFed](https://twitter.com/FoodanddrinkFed)

[LinkedIn](#)