

# Food waste action week: Transforming surplus into opportunity

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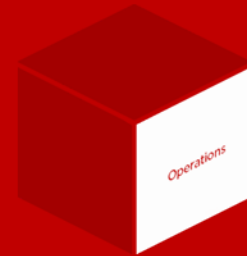
## Who is Argon and Co?

# Operations strategy and transformation

We work **strategically** with Boards and senior management, identifying high impact levers and combining a broad vision of the issues with our deep functional expertise.



We provide **specialist** input, using our experience across many industries to design pragmatic solutions to achieve the strategic objectives.



We **implement** operational change, managing transformation programmes to deliver a sustainable shift in market approach, process, organisation, culture and systems.



# Global footprint



## We operate globally.

We train together, use the same approaches and apply the same quality standards.



*The UK wastes*

***10.7 million***

***tonnes of food***

***each year***

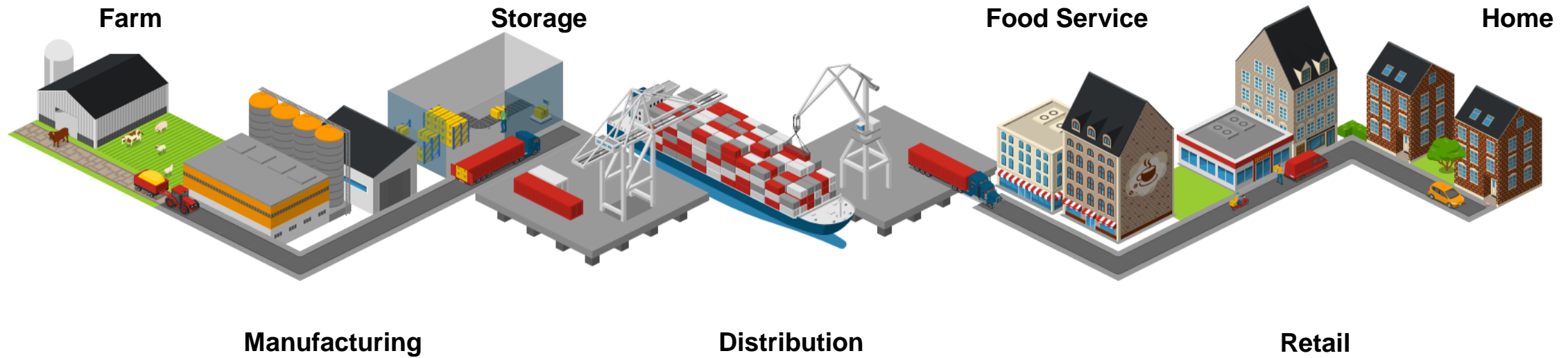
That's £19bn a year  
or £284 per person

&

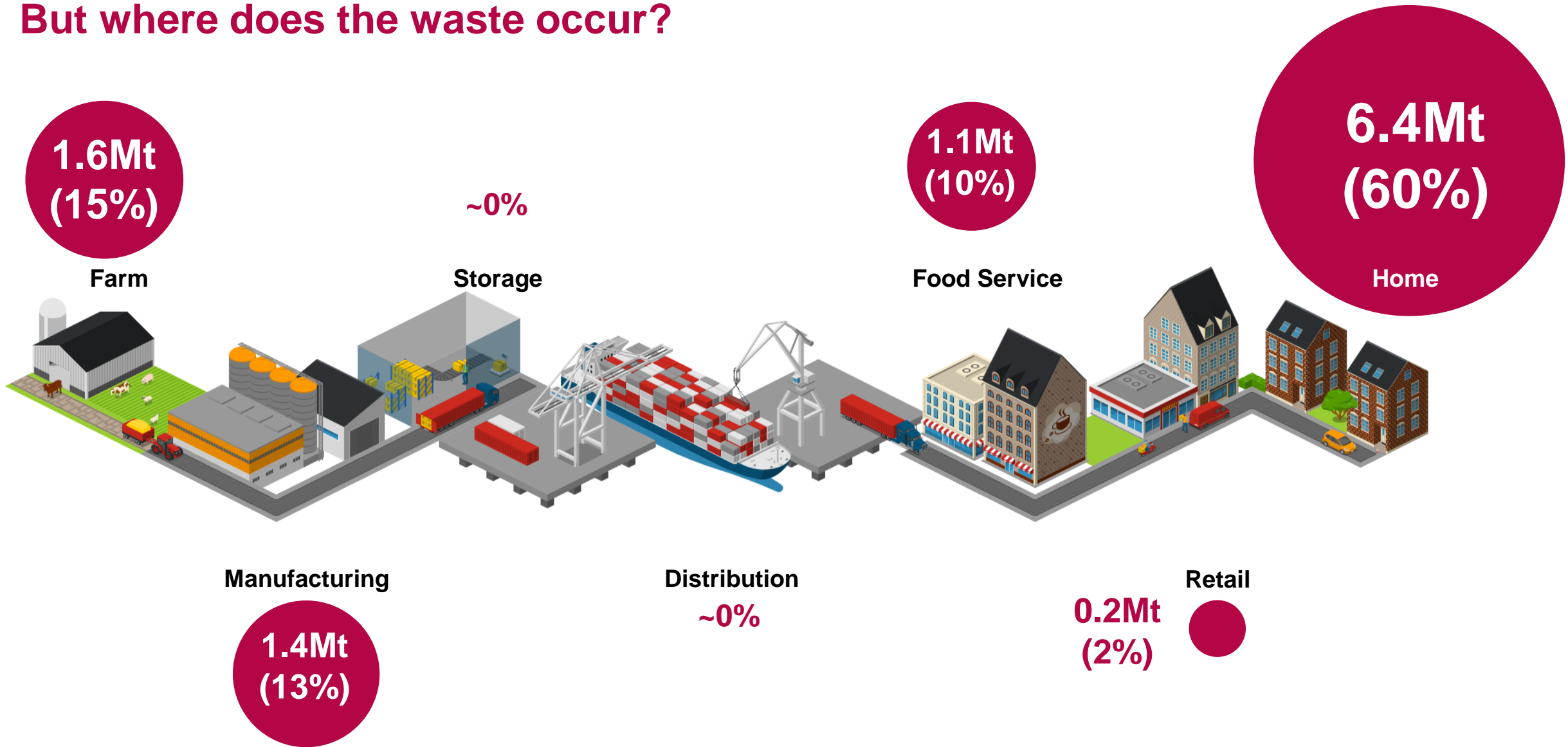
**18 million tonnes in  
greenhouse gas  
emissions**

(that's 5.5% of all the UK's GHG emissions)

# But where does the waste occur?

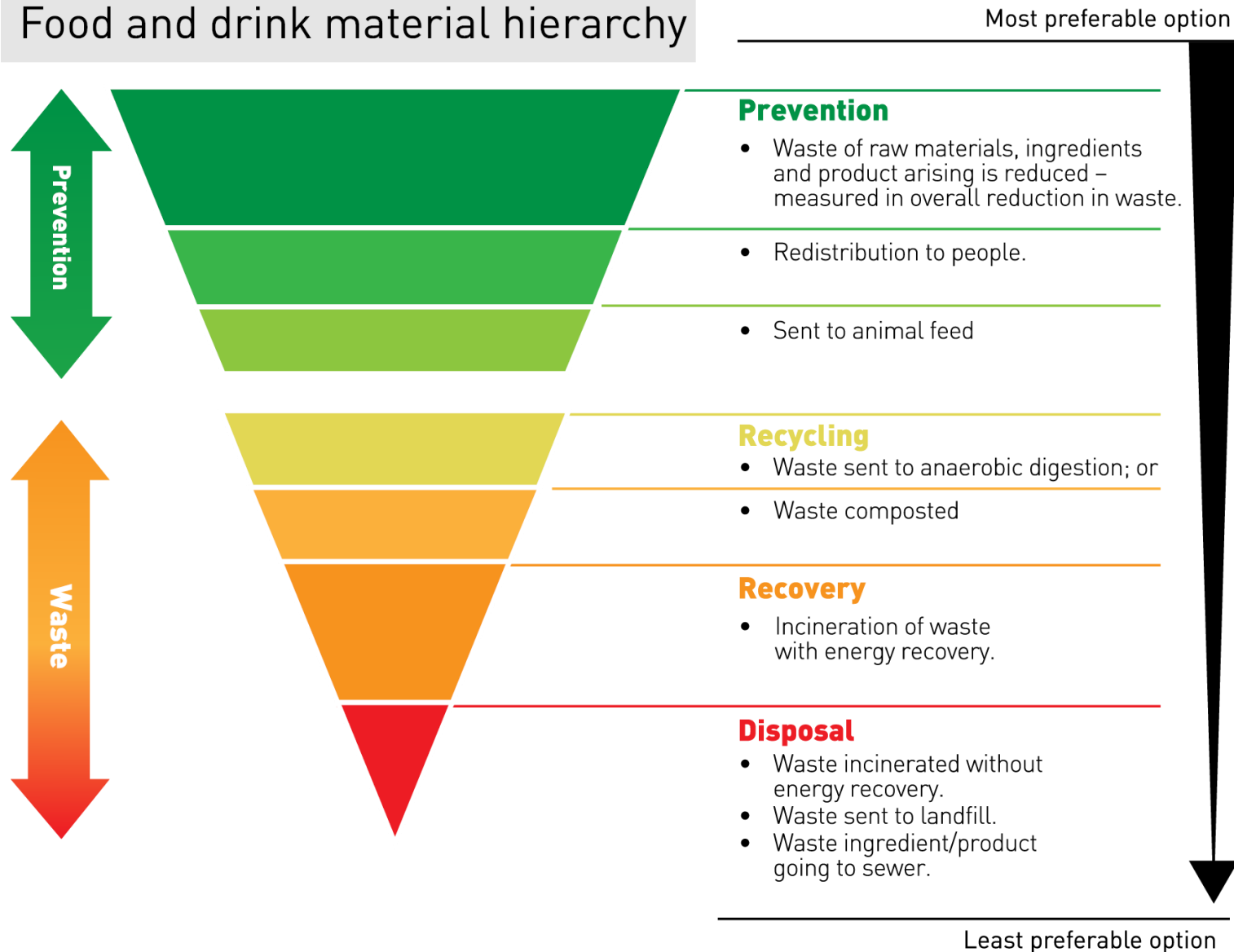


# But where does the waste occur?



# Not all solutions are equal...

## Food and drink material hierarchy

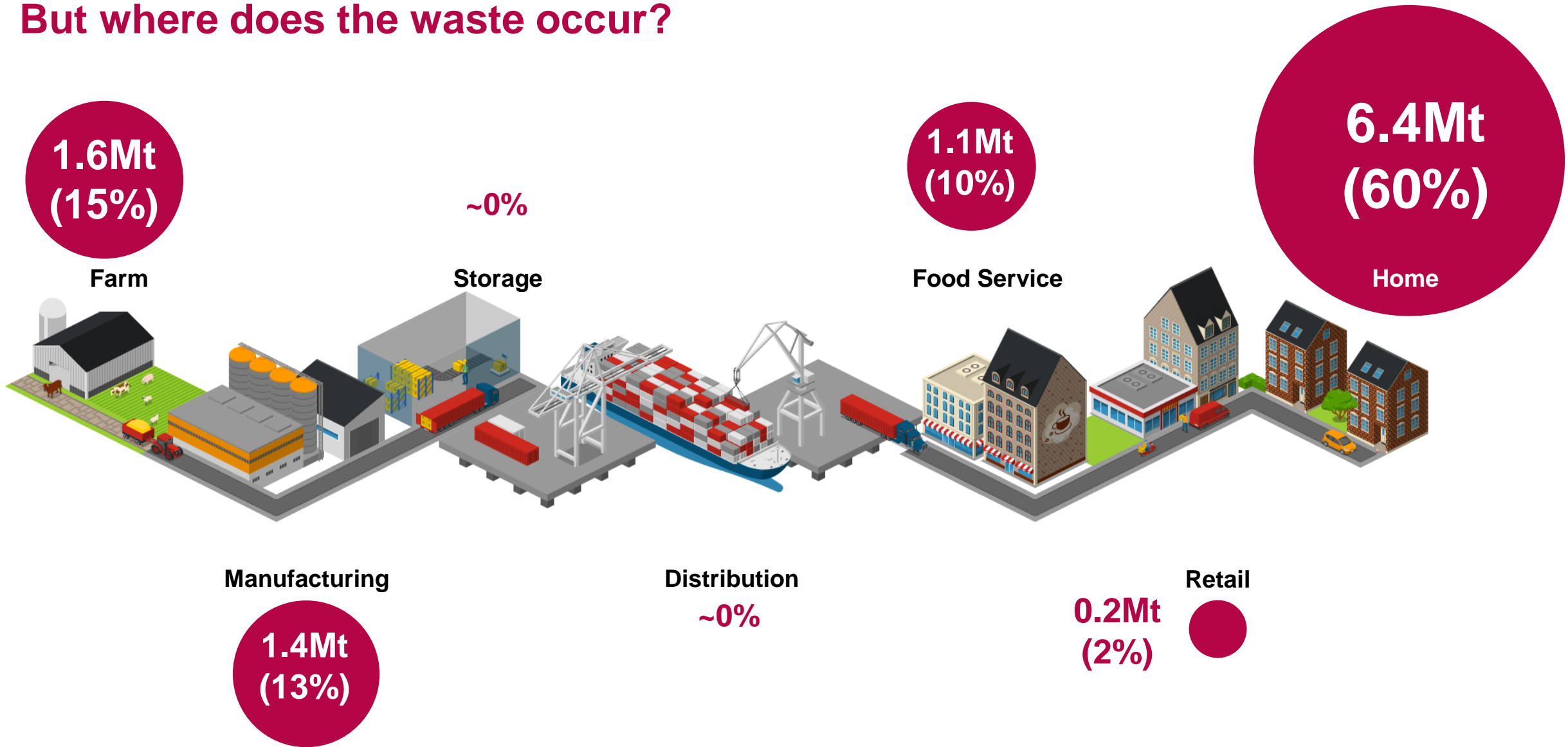


The waste hierarchy exists to prevent and manage food waste and to minimise the impact on the environment.

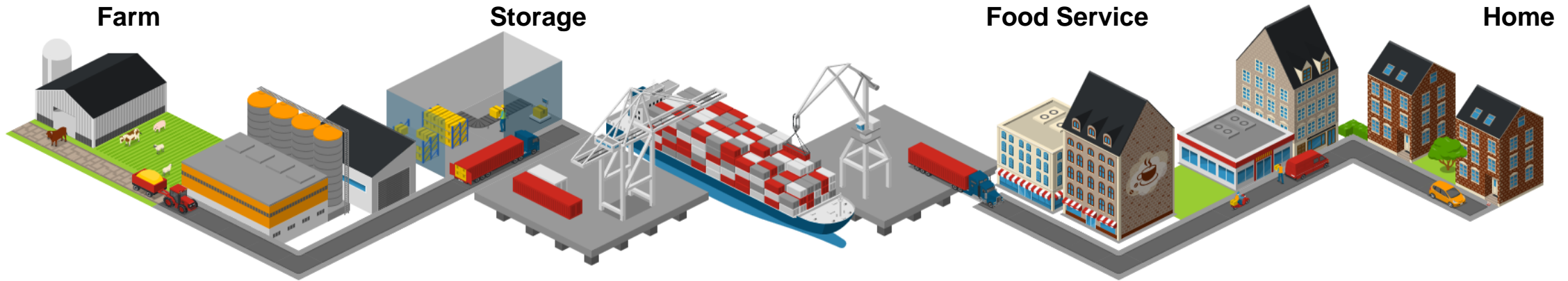
Prevention and redistribution to people are the most preferred options.



# But where does the waste occur?



# But where does the waste occur?



## Manufacturing

- ▶ Work with retailers to challenge specifications
- ▶ Work with commercial teams to find new uses for waste by-products
- ▶ Implement robust data collection and use of KPIs to identify and tackle waste
- ▶ Yield optimisation of key ingredients including cooking losses and giveaway

## Distribution

## Retail

Packing formats that improve shelf life

Ensure appropriate labelling to educate the customer of storage conditions

Match consumer needs to pack formats

Data sharing to improve forecasting

Collaboration with commercial and product teams to utilise surplus farm volumes

Just-in-time delivery  
Utilise by-products

# Where to start?

- ▶ Best place to start is to **ensure you have good quality data**
  - ▶ Total loss i.e. measure from perfect not vs standard
  - ▶ Then zero in on where the waste is occurring and why
- ▶ Tackle what **you have full control of first**
- ▶ **Engage partners** with the goal of minimising waste in the system
  - ▶ This is typically where the biggest value lies
  - ▶ However, can take time to align incentives
  - ▶ Projects with a unifying purpose have greater cut through (e.g. Coronation Food Project)



GOOD FOOD FOR GOOD CAUSES

# TAPPING INTO THE CIRCULAR ECONOMY OF FOOD FOR SOCIAL GOOD

Dan Byam Shaw (Policy Lead): [dan@thefelixproject.org](mailto:dan@thefelixproject.org)

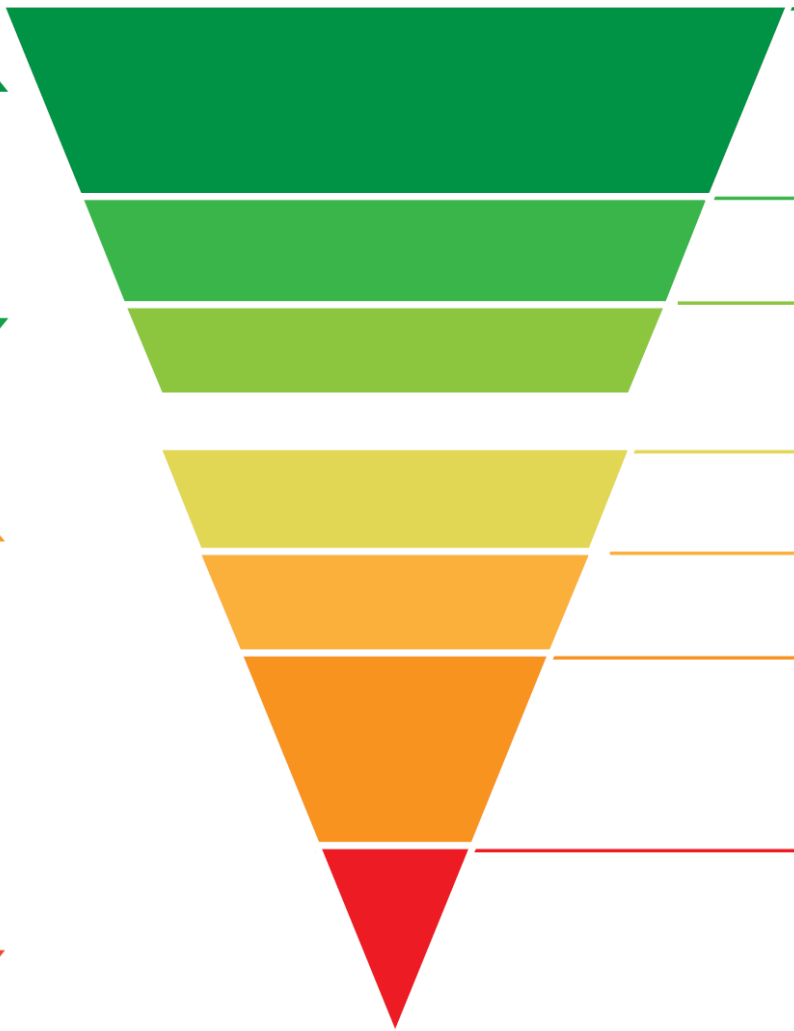
# INTRO TO THE FELIX PROJECT

- Established in 2016, The Felix Project has quickly grown to become London's leading food redistribution charity
- Our vision is for a London where no good food is wasted and no one goes hungry



Felix

# Food and drink material hierarchy



**Prevention**

- Waste of raw materials, ingredients and product arising is reduced – measured in overall reduction in waste.

- Redistribution to people.

- Sent to animal feed

**Recycling**

- Waste sent to anaerobic digestion; or
- Waste composted

**Recovery**

- Incineration of waste with energy recovery.

**Disposal**

- Waste incinerated without energy recovery.
- Waste sent to landfill.
- Waste ingredient/product going to sewer.

Most preferable option

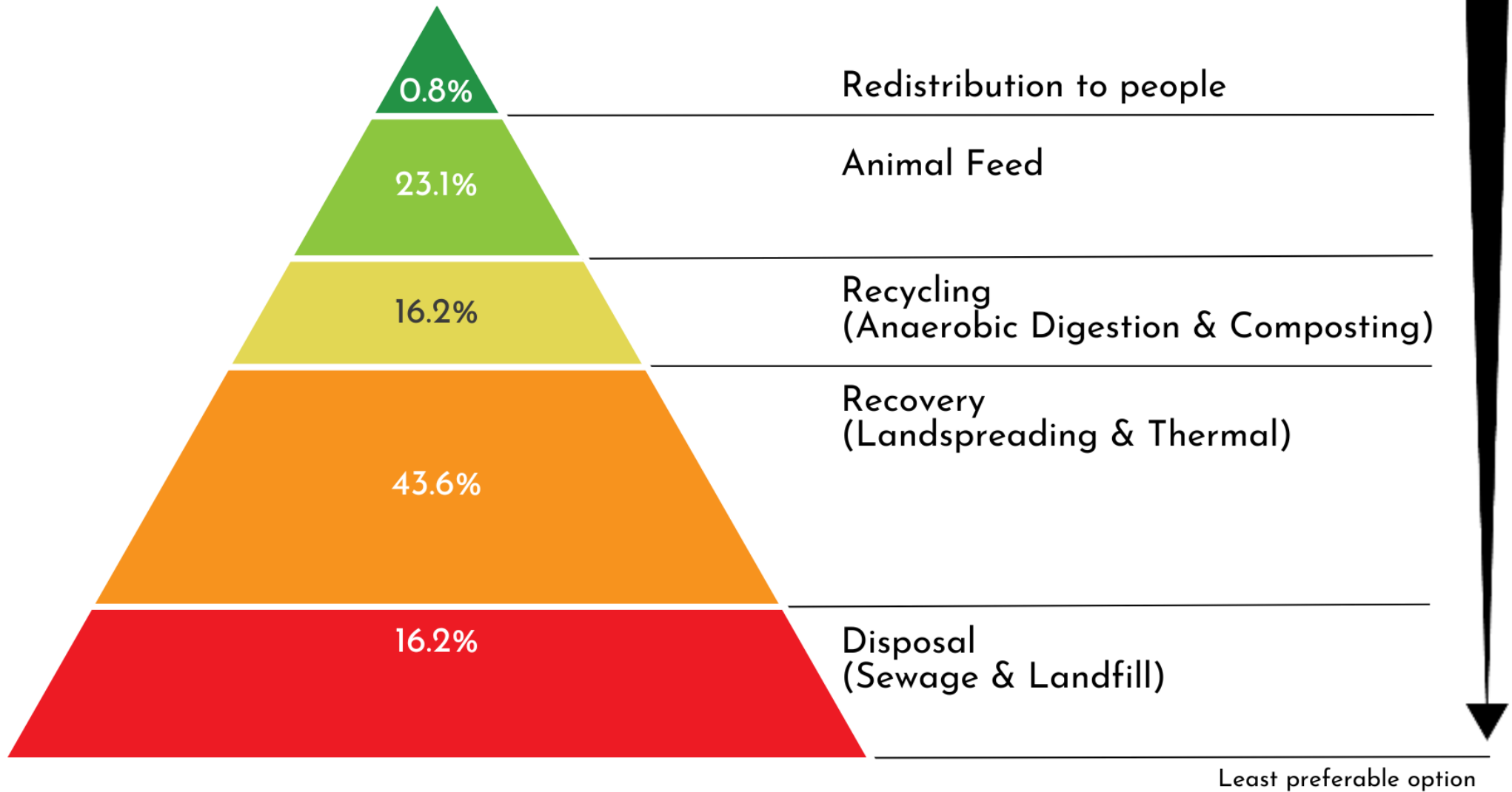
Least preferable option

WRAP (2023) *UK Food Waste & Food Surplus – Key Facts* Figure 3

What percentage of surplus food do you think is redistributed to people?



# Food Waste Reality



Least preferable option

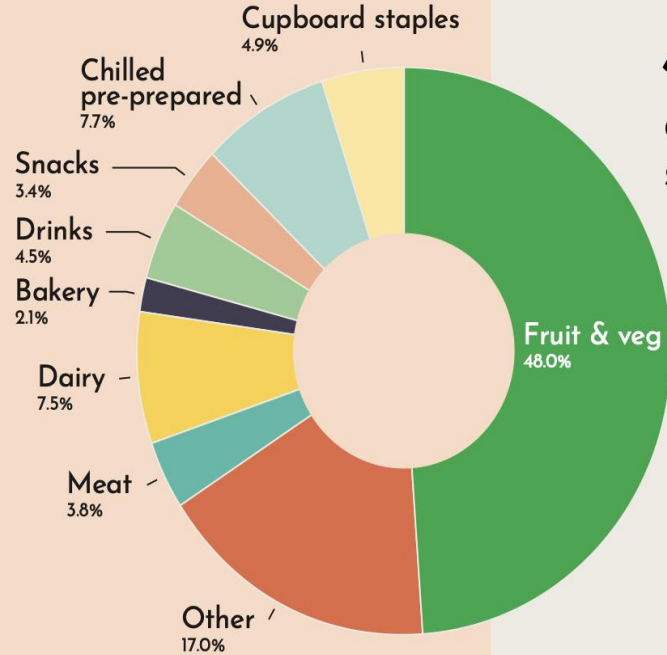
# FOOD RESCUE

## OUR MOST SUCCESSFUL YEAR FOR FOOD RESCUE

The Felix Project receives surplus food across the supply chain; from growers, manufacturers, wholesalers, markets, retailers and more. This can be large or small amounts, regularly or less often, with fruit and vegetables making up 48% of the food we distribute.

Increasing our rescue and redistribution of cupboard staples was a focus for 2024. Foods like rice, pasta and tinned products provide essential ingredients for healthy meals.

### THE TYPES OF FOOD DISTRIBUTED



### 2024 IN NUMBERS

almost **16,000** tonnes of food redistributed

over **300** different suppliers

£ **63** million of food value

nearly **18,000** tonnes of embedded CO<sub>2</sub>e in food rescued

**38** million meals for over **1,200** community organisations







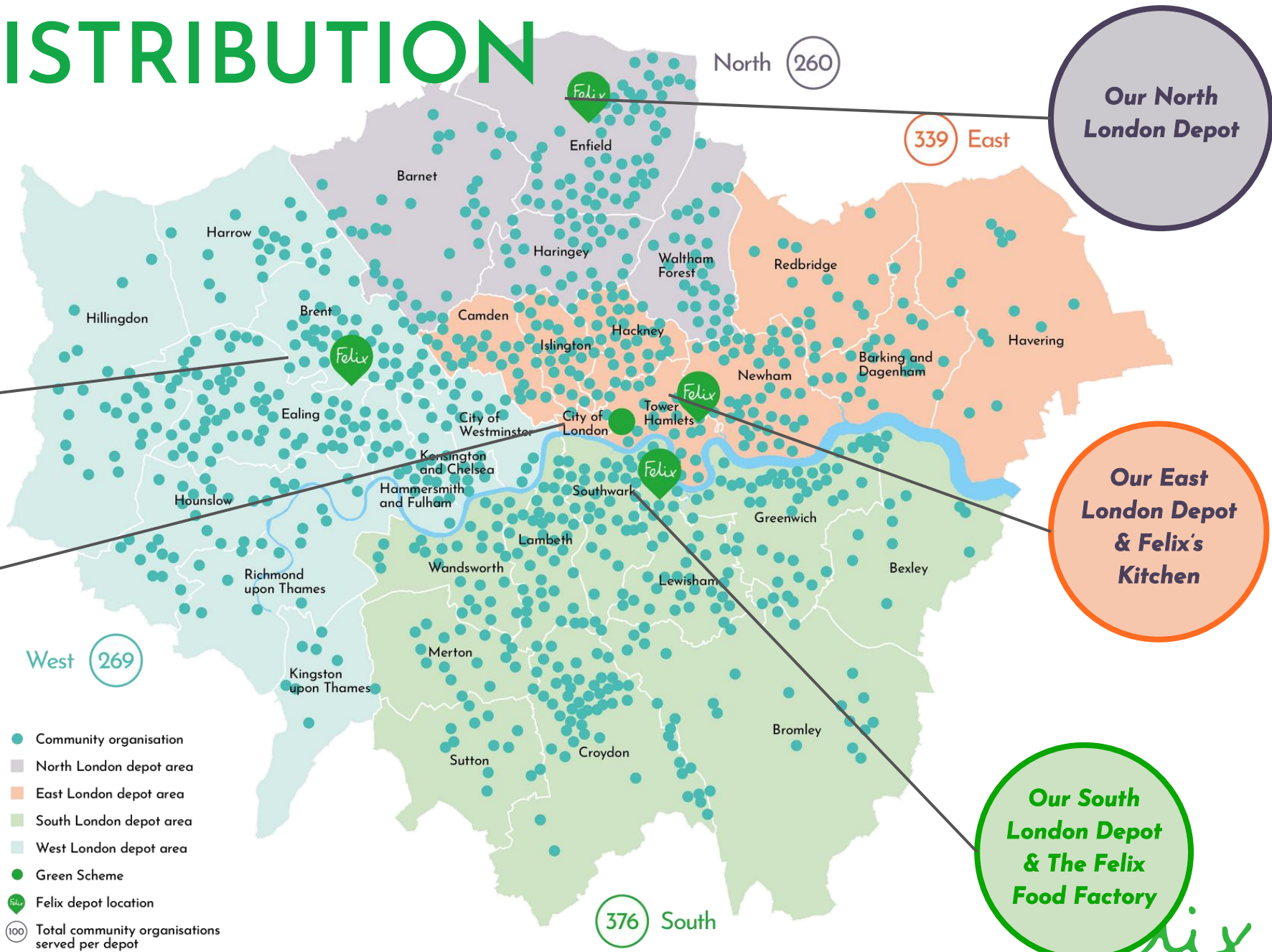
# FOOD REDISTRIBUTION

We reached 1,264 organisations across London in 2024, supporting an estimated 500,000 individuals each week.

**Our West London Depot & Felix's Multibank**

**Our Green Scheme**

**50% of our rescued food is delivered to the most deprived 20% of London neighbourhoods**

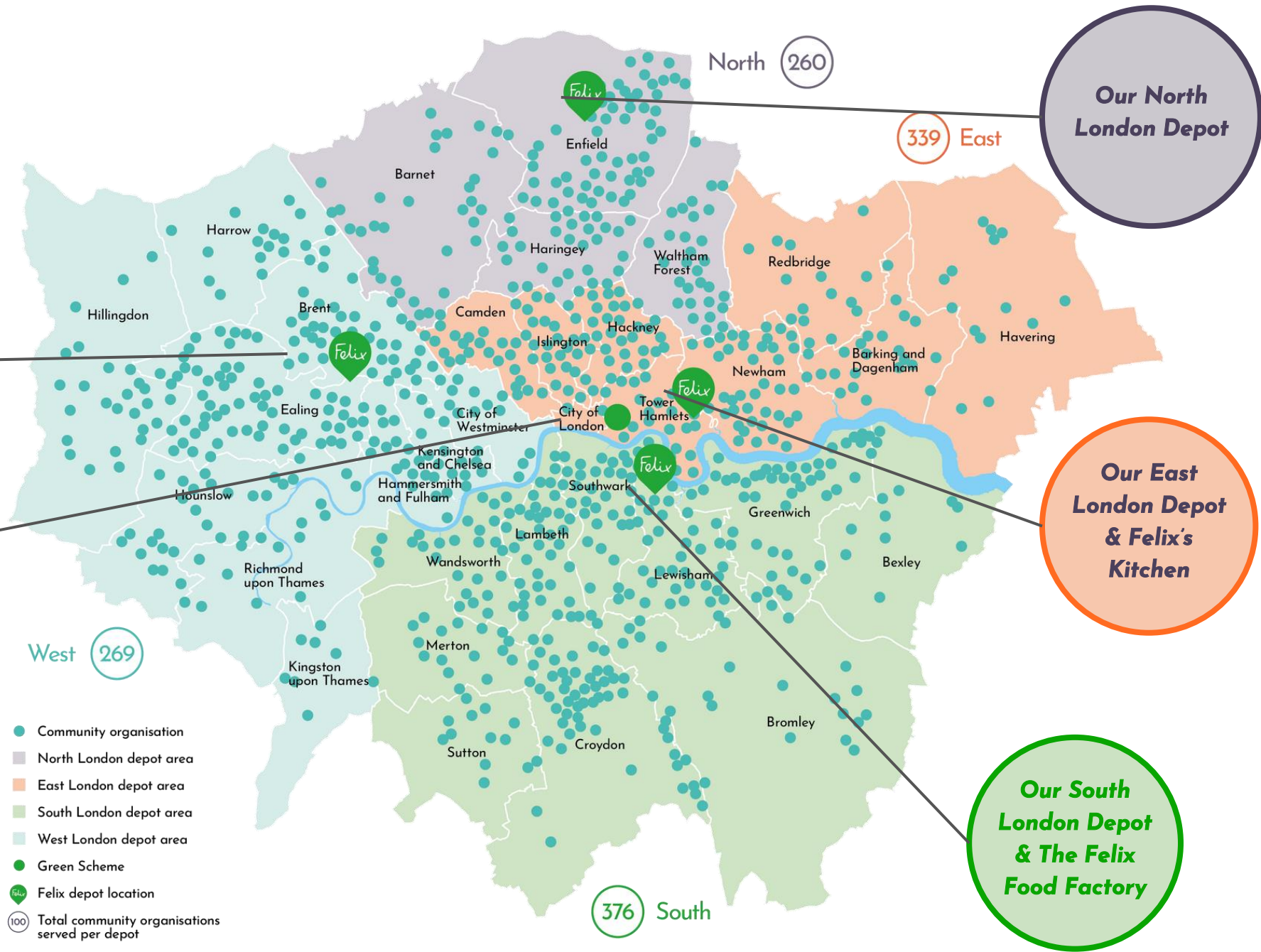


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**Our North London Depot**

**Our East London Depot & Felix's Kitchen**

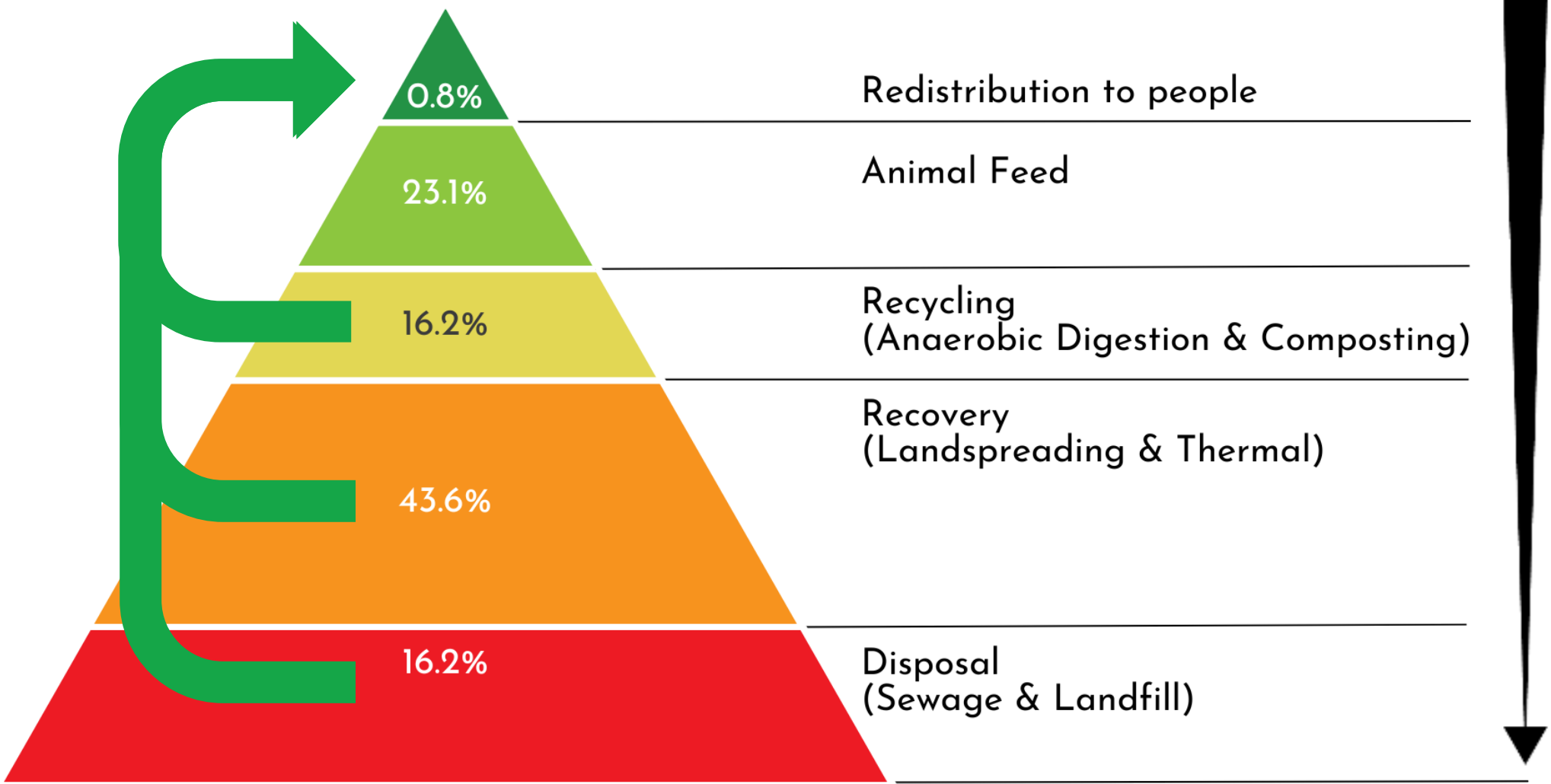
**Our South London Depot & The Felix Food Factory**





# Food Waste Reality

Most preferable option



Least preferable option

# POLICY PROPOSALS

1. Introduce **Mandatory Food Waste Reporting** for businesses
2. Introduce **Tax Incentives** for surplus food donation
3. Clarify **Legal Protection for Food Donors**
4. Expand **Sustainable Farming Incentive** to include support for redistribution

# GOT FOOD GOING TO WASTE?

- Find out more



- Email: [supply@thefelixproject.org](mailto:supply@thefelixproject.org)
- Call: 020 3034 4350







# Ample

The best food you  
never tasted

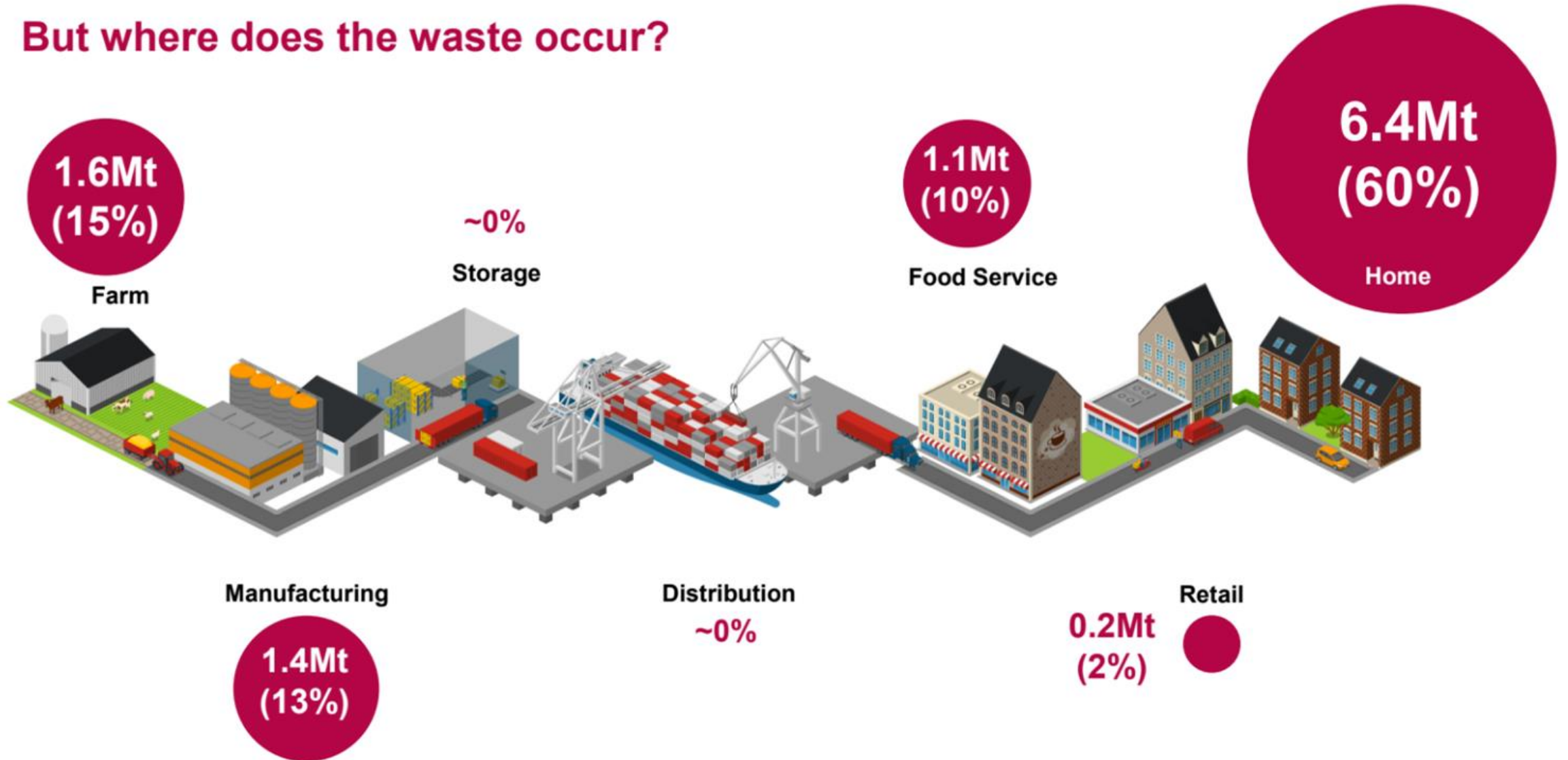


# Our failing food system

- Every day in the UK we waste 26,000 tonnes of good food
- This costs over £20 billion pa and adds 6% to UK eCO2 emissions
- Meanwhile farmers are left with up to **25% unsold** crops

The purpose of  **Ample** is  
to help solve this food crisis.

## But where does the waste occur?



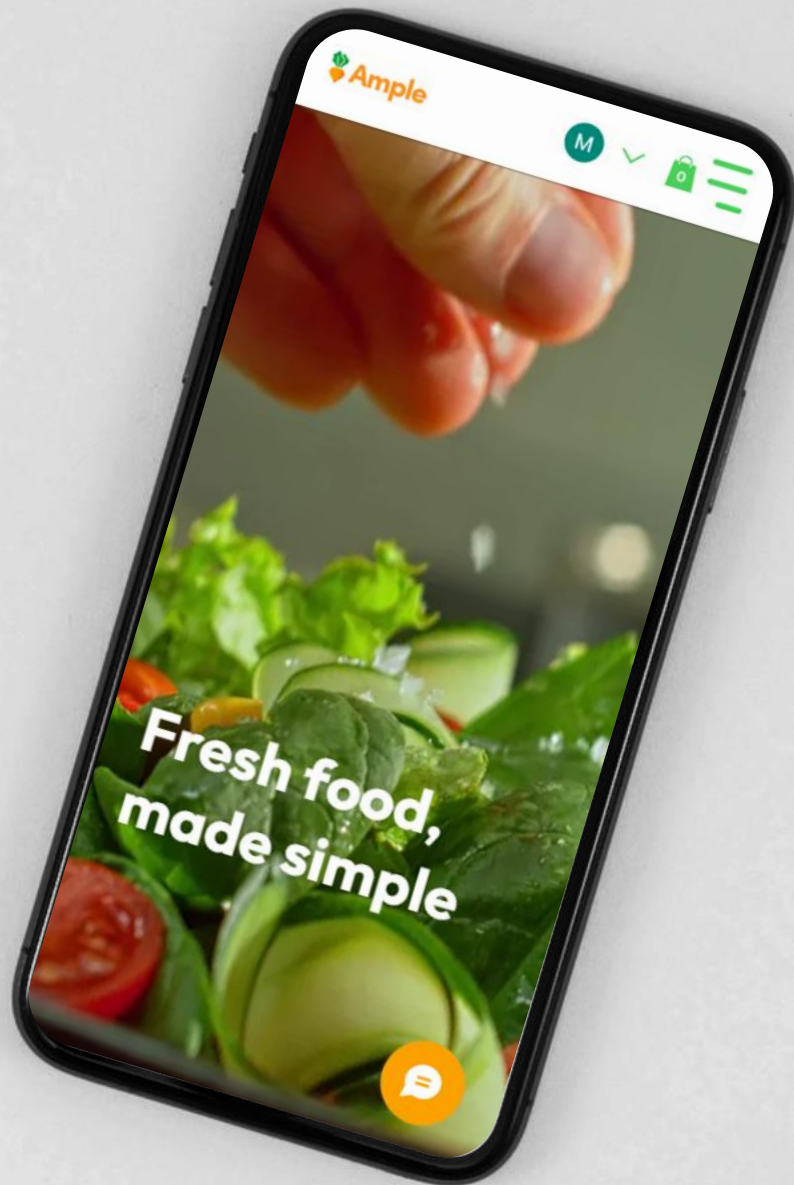


# Surplus Quiz



# What's going wrong?

- Consumer preferences
- Supermarket specification
- Weather/climate
- Supply chain



## Introducing Ample

Ample is an alliance of change-makers committed to rescue unsold surplus food and redirect it to the best possible use.

- We **hate waste** and take **practical action** to prevent it
- We put **growers in control** of their own food prices
- We give buyers **extraordinary value** for produce
- We want to see a more **equitable food economy**

# Sustainable Impact

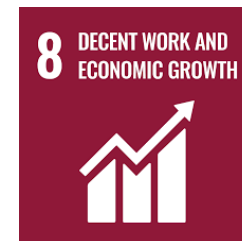
# By 2030 Ample will ...



rescue **7%** of UK farm waste & surplus



cut UK CO<sub>2</sub>e emissions by **250k tonnes** pa



enable UK farmers to realise **£195 million** extra revenue pa

# What we do

**Ample Marketplace** is the B2B supply channel for unsold fresh food

- UK's first smart marketplace for wholesale surplus food
- Supporting farmers growers, caterers, manufacturers and retailers
- Shortens the supply chain, giving more control to sellers and value for buyers.

**NEW for 2025 Ample Kitchen** will produce nutritious high-value products from surplus ingredients

- A dedicated food production facility
- Extends food life to ensure no surplus is wasted
- Target 1 million meals pa, rising to 5 million





# Ample Marketplace

the **B2B supply channel** for **unsold** food

## Sellers:

- Upload your produce flagged for immediate or future sale, direct to web site or by email
- Set your own price and manage inventory

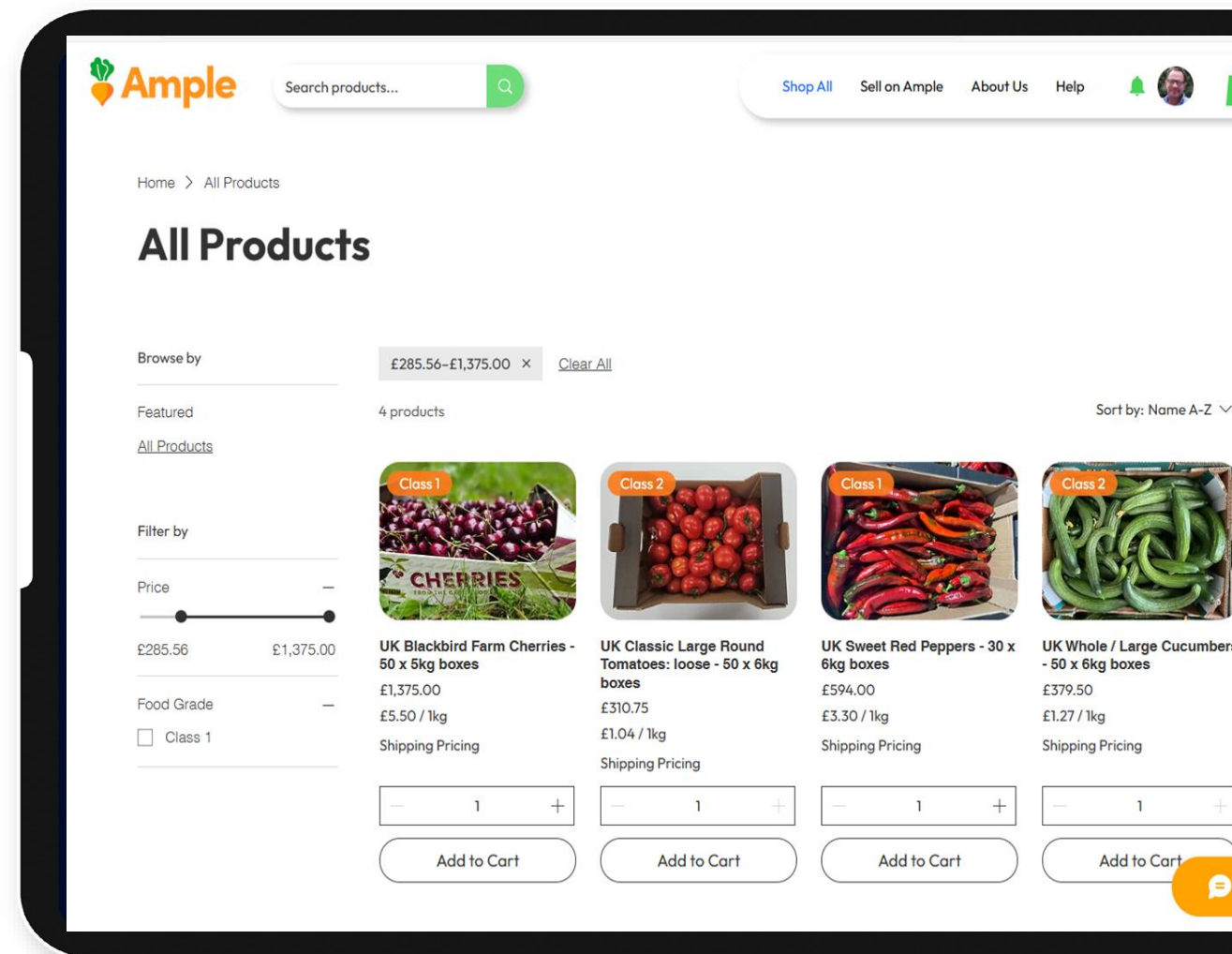
## Buyers:

- Browse ample.shop and/or set custom alerts
- Click and buy, pay now or later
- Delivery when and where needed
- Spot or programme purchasing

## Ample:

- Takes care of orders, invoices and payments
- Quality control and dispute resolution
- Proceeds to sellers within days not months

[www.ample.shop](http://www.ample.shop)





# Beautiful, fresh, British Produce

**Quality Surplus** - Ample produce is surplus only because it doesn't meet supermarket specifications for size and colour. It might be slightly larger, smaller or more wonky than the norm, but it is just as *fresh, nutritious and delicious*.

**Buyer Demand** - For many business buyers (e.g. in catering, hospitality and sustainable food manufacturing) Ample products are ideal. They are cheaper than standard wholesale with the benefits of traceability, sustainable agriculture and local sourcing.



# Ample

The best food you never  
tasted

[www.ample.shop](http://www.ample.shop)



# Thank you



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**See real change.**

**Argon&Co\***