

**INVITATION FOR PROPOSALS**

**ROADMAP TO FARM STAGE FOOD LOSS MEASUREMENT AND REPORTING**

**INTRODUCTION**

In July 2021 WWF-UK released *Driven to Waste*, a report which estimates the scale and impact of farm stage food loss. The findings of this report suggest that 1.2billion tonnes of food is lost on farms globally each year, making it the largest contributor to food loss of all stages in the supply chain. The growing and disposal of food which never makes it past farm gates is responsible for 16% of all agricultural greenhouse gas (GHG) emissions and 4% of total GHGs, making reducing this figure pivotal to climate action, sustainable agriculture and the development of sustainable food systems. This food also consumes an area of land larger than the sub-continent of India, meaning reducing its volumes holds to potential to reduce our land footprint and prevent further expansion of agricultural lands in order to feed a growing population. Despite this, food loss and waste (FLW) work in this area is limited, in part due to the lack of tracking of food loss rates on farms which prevents the identification of hotspots and setting of targets or tracking of progress on reduction.

WWF-UK and Tesco are working to reduce the scale and impact of farm stage FLW, focussing initially on how we can support farmers to measure and report food loss. In order to enable this, we are calling on the UK Government and actors within the UK food market to aid in the development of scalable solutions to the barriers farmers face to measuring and reporting. *Driven to Waste* illustrates that many of the drivers of farm stage food loss stem from decisions made beyond the farm gate by market actors and policy makers. WWF-UK and Tesco take the view that where wider supply chain actors play a role in driving food loss on farms, we must all take action to help reduce it. As such, this work focuses on engaging stakeholders in the supply chain to co-create support and solutions for the difficulties farmers face in measuring and reporting food loss.

The outcomes of this work should centre on support and actions that are deliverable by the wider supply chain, in order to facilitate farmers measuring and reporting. It is essential that farmers voices are central in the development of any actions. To enable this WWF-UK is currently undertaking work to understand better the barriers and difficulties causing so few farmers to be measuring food loss. We see the potential for action ranging from supporting the use of on-farm technologies to exploring policy changes, consolidating existing metrics and centralising reporting into an easy-to-use system.

We are seeking an experienced consultant to help us design, facilitate and analysis a number of co-creation workshops with a variety of food supply chain stakeholders in order to develop a roadmap to all UK farmers measuring and reporting food loss on farms. The work would include scoping out the priorities and key interventions for this strategy in a UK, in order to help us advocate for an integrated approach that will make most impact and producing a comprehensive approach and delivery strategy.

**CONTEXT**

In the UK the lack of farm stage data available is partly attributable to the difficulty in measuring food loss rates across the approximately 190,000 farms nationwide, the vast majority of which are small businesses and SMEs. Measuring and reporting food loss requires a good understanding of metrics and how to measure, access to technology and the use of reporting software, which many farmers do not have.

The Department of Environment, Food and Rural Affairs (DEFRA) is currently in the process of launching a consultation on mandatory FLW measurement and reporting, which they seek to mandate in 2023. However, this consultation focuses on medium and large businesses only, excluding in the region of 190,000 small farms within the UK. This is due to a consensus that whilst medium and large businesses have received a large amount of support and been given time to develop competencies to enable structured measuring and reporting, farmers have not. We plan to include in our consultation a call for them to re-open the policy in 2025 in order to consider the potential to include all primary producers in mandatory measurement and reporting, allowing 4 years to help prepare farmers for mandatory measurement. In order to support this request, the work outlined here should develop outputs which would support and enable farmers to begin engaging with measurement and reporting, so that by 2025 they are prepared for mandatory measure and reporting and have developed systems and competencies to facilitate it.

As highlighted above, the *Driven to Waste* report illustrates that many of the drivers of food loss on farm stem from decisions and factors occurring beyond farmgate. Factors such as aesthetic standards, last minute cancellations and contracting practices can result in greater levels of food loss on farms. Additionally, by enabling measurement and reporting of food loss in farms we increase the potential to track losses throughout supply chains. Eventually this could support manufacturers and retailer in target reductions in their Scope 3 emissions by supporting their growers to reduce losses. As such, the outputs from this work should focus on government and supply chain led support.

**MAIN PURPOSE AND SCOPE**

The core objective of this work is to develop a roadmap to 100% of farmers measuring and reporting FLW by 2026, including the key deliverables that would enable this. We are seeking a highly experienced consultant to design and facilitate co-creation workshops which aim to provide feasible and scalable solutions to the barriers and difficulties farmers face to measuring and reporting food loss on farms are developed or implemented by policy makers and supply chain actors. These will form the stages or steps of the roadmap.

The workshops will have participation from various actors who have the power to impact this work such as:

* Policy makers
* Food buyers
* Retail institutions
* Farmers
* WRAP
* National Farming Union
* WWF

A number of barriers identified from ongoing WWF-UK work will be provided with the goal of developing a set of recommendations on the most impactful policy and practice interventions to support farmers in implementing food loss measurement and reporting.

**Stage 1: Co-creation workshop design**

Within this stage you will work with the Food Loss and Waste team to design workshops which utilise the findings of the farmer dialogues to structure workshops. Currently the initial stage of this work is ongoing, in which we are hosting a number of expert interviews with UK based farmers focusing on covering a range of:

* small businesses and SMEs (based on government definitions)
* farms producing a variety of food types (i.e. crops, fruit and veg, animal products etc)
* farms which are performing some level of measurement and some which are performing none

These interviews are being thematically analysed and the themes taken from them will form the basis of co-creation workshops. The themes aim to summarise the difficulties and barriers to farm stage measurement and reporting e.g. ‘Lack of standardized reporting system’. The aim of the workshops will be for key stakeholders to co-create solutions to these barriers and a strategy that they can all play a role in facilitating in order to increase the number of farmers measuring and reporting.

The design of the workshop should center around these themes and ensuring they guide discussions.

This stage should answer:

1. What framework, if any, will the workshops utilise (e.g. Framework for Strategic Sustainable Development, Comprehensive Strategic Analysis for Sustainability, Value Mapping Tool etc) and to what end?
2. How many participants and workshops will be most effective?
3. What structure will the workshops follow?
4. How will it be ensured that all participants are given equal voice?
5. How will the proposed design ensure delivery on the core objectives?

**Stage 2: Co-creation facilitation**

The workshop facilitation must be planned to ensure all participants are heard within the discussions and that the end goal of feasible and scalable solutions remains central to activities.

This stage should aim to answer:

1. What are the potential solutions to the barriers faced by farmers in measuring and reporting?
2. What types of support and policy from Government will increase the uptake of measurement and reporting?
3. What types of support and policy from Market Actors will increase the uptake of measurement and reporting?
4. What are the concerns of Government and Market Actors?

**Stage 3: Analysis and roadmap development**

This should seek to answer the following:

1. What the core actions necessary for UK Government to implement in order to support farmers in implementing measurement and reporting?
2. What the core actions necessary for retailers to implement in order to support farmers in implementing measurement and reporting?
3. What are the delivery timeframes on the proposed solutions?

**KEY OUTPUTS AND TIMELINE**

Development of co-creation workshop plan and content

Facilitation of co-creation workshops

Roadmap to 100% of farmers measuring and reporting by 2026 – including scoping the priorities and key interventions for this strategy in a UK.

**PROPOSED TIMELINE**

Deadline for proposals: 26th November 2021

Kick off meeting: w/c 6th December 2021

Workshop plan delivered by: January 2022

Workshops: January/February 2022

Draft report: w/c 7th March 2022

Final report: w/c 4th April 2022

**REPORTING TO:**

Responses and questions should be sent to Dr Lilly Da Gama, Food Loss and Waste Programme Manager, [ldagama@wwf.org.uk](mailto:ldagama@wwf.org.uk).

We recommend that proposals are limited to four sides in length. In your proposal, please include the following:

* A method statement to explain your proposed approach to carrying out the work.
* A brief project plan, showing key milestones and any interdependencies.
* Details about similar projects you have undertaken or your relevant experience in this field.
* A fee proposal including resource allocations and charging rates for all individuals, and any third party costs.
* Confirmation that you would be to accept the WWF Standard Terms and Conditions as the basis for contracting.

**BUDGET RANGE:**

We have approximately £20k including VAT to support this work.

Thank you for expressing an interest in working with and supporting WWF-UK with this important piece of work.  We look forward to receiving your response.

**RELEVANT SUPPORTING WWF MATERIAL**

WWF-UK (2021) Driven to waste: The Global Impact of Food Loss and Waste on Farms. Woking.

WRAP (2019) Food waste in primary production in the UK. Banbury.