



# Ireland's Food Waste Charter Case Study



**Company:** Aldi  
**Location:** Nationwide

## SUMMARY

Aldi's partnership with FoodCloud began as a pilot project in November 2014 operating in three Aldi stores. Due to overwhelmingly positive feedback from participating stores and charities, the trial was expanded to a further 79 stores by the start of 2016. To date all 130 Aldi Stores are participating in this partnership.

Aldi stores have donated over 1,308,000 meals for people in need. By donating 594 tonnes of unsold food Aldi has passed on an equivalent of over €1,700,000 in savings to its local charity partners in Ireland. A total of over 1,903 tonnes of CO<sub>2</sub> emissions have been saved across the stores and 594 tonnes of food saved from landfill (Data as of 17th May 2018).

The partnership between Aldi and FoodCloud has enhanced awareness amongst employees and consumers of the issue of food waste and food poverty that exists today in Ireland. It has also demonstrated to our employees, customers and the wider general public that there is an innovative solution to tackle it.



## Areas Covered:

### Prevention/Reduction:

- Awareness campaigns

### Measurement/Assessment:

- Attitudes
- Behaviour
- Impacts
- Food waste data

### Research and innovation:

- Products

### Food redistribution:

- Food donation

## Awareness/Behavioural changes/Impacts

There is a growing awareness of the food waste challenge nationally and internationally. Globally almost 30% of food produced is never eaten, while almost a billion people are suffering from food poverty. In Ireland, we generate over one million tonnes of food waste annually, while one in eight people are experiencing food poverty. A survey commissioned by Aldi in 2016 found the average Irish shopper estimated their annual food waste to be valued at €400.

Aldi understands the responsibility that comes with the reach we have in the communities around Ireland (130 stores). We are committed to reducing the environmental footprint of our business and having a positive impact on the communities in which we operate. Aldi is extremely conscious of employee engagement with our brand and initial research conducted with our staff concluded that reduction of food waste with local partner charities was something our staff wanted to be involved in.

We recognise the issue of food waste, a challenge faced by all retailers, whilst also being aware that there are people who benefit from food provision services. Consumers, equally conscious of these issues, expect food retailers to take an active role in reducing food waste and supporting local community needs.

In conjunction with Aldi's Corporate Responsibility programme, Aldi launched a national partnership with FoodCloud, a not-for-profit social enterprise with the aim of addressing the problem of food waste and food poverty. By partnering with FoodCloud, Aldi stores donate surplus food to charities and community organisations.

Positive feedback has been received from stores and charities in terms of their participation with the FoodCloud programme, indicating that staff are bought

into the process and enjoy it and charities are continually benefiting from the regular food donations. Examples of feedback we received included;

**“SVP Navan has been working with families within our community for the past 54 years. Our partnership with Aldi and FoodCloud has been fabulous. We now get regular supplies of food which include a great range of products which are of marvellous quality. The staff are wonderful and always happy to see us.” SVP Navan.**

“Receiving the food from Aldi through FoodCloud helps us supply food to over 5000 people on a fortnightly basis throughout Limerick and Clare. The food is always fresh, excellent quality and plentiful. We are so grateful for their contribution.’ Mid-West Simon Community

Using a partnership approach, with the involvement of Aldi, FoodCloud and charities, means that the programme has been mutually beneficial and sustainable. Through our collaborative and innovative partnership with FoodCloud, we have engaged internal and external stakeholders in understanding and taking action against food waste and food poverty.



## Innovative Solution

FoodCloud's original and innovative solution to food waste ensures no good food goes to waste.

FoodCloud identifies charities local to participating Aldi stores that could benefit from receiving food donations. A weekly collection schedule in collaboration with the network of charities is established to coordinate the food donations from the participating Aldi stores. A text is sent out to the charities advising them of the exact volume and type of food available for collection. A pick-up time is arranged and the charities collect the donation of fresh surplus food products from their local store and bring it back to store and prepare meals for their service users. These meals are then served to those in need in the local community.

All Aldi staff are trained in this initiative and deal with more than 260 charities on a weekly basis. Store staff are trained on recording the surplus product, while store management are trained on registering the quantity of product available for collection Monday to Friday.

## Food Redistribution

Our work with FoodCloud demonstrated to employees that there is an innovative solution to tackle both food waste and food poverty. Aldi and FoodCloud's partnership redistributes surplus food to over 260 charities around Ireland.

To date, Aldi stores have donated over 1,308,000 meals for people in need. By donating 594 tonnes of unsold food Aldi has passed on an equivalent of over €1,700,000 in savings to its local charity partners in Ireland. A total of over 1,903 tonnes of CO<sub>2</sub> emissions have been saved across the stores and 594 tonnes of food saved from landfill (Data as of 17th May 2018).

## Further information:

<https://www.aldi.ie/reduce-reuse-recycle>

<https://www.checkout.ie/aldi-increases-foodcloud-donations-60/52226>

<http://www.shelflife.ie/aldi-ireland-donates-500000-meals-charity-foodcloud/>  
<https://food.cloud/the-problem/>

<https://www.theguardian.com/sustainable-business/2017/feb/06/food-waste-apps-global-technology-leftovers-landfill>

**“By donating 594 TONNES of unsold food Aldi has passed an equivalent of €1,700,000 in savings to its local CHARITY PARTNERS in Ireland”**



**Ireland's Food Waste charter is a collective industry commitment to reduce food waste along the entire supply chain.**

Do you know how much food you waste?  
Do you think there is something you could do to reduce it?

Sign up to the Charter today and let's see what we can do to reduce food waste in Ireland.