

**For a
responsive,
resilient and
reciprocal
food system**

Summary

Strategic plan

2026-2030

**FOOD WASTE FREE
UNITED**

SUMMARY

Samen Tegen Voedselverspilling (Food Waste Free United) was founded in 2018 as the national movement where key initiatives, expertise, and strengths come together and accelerate progress toward a waste-free Netherlands without food loss.

Mission

Together, we aim to make the Netherlands one of the first countries in the world to reduce food loss and waste by 50% by 2030. In doing so, we lead the way in achieving Sustainable Development Goal 12.3 and contribute to an responsive, resilient, and reciprocal food system.



Responsive: A food system that can quickly respond to changing circumstances, such as fluctuations in raw materials, market developments, regulations, and climate change.



Resilient: A robust food system that is sustainable and capable of recovery, thereby ensuring continuity.



Reciprocal: A food system in which collaboration and shared value are central. All food chain partners, from producer to consumer, benefit from efficient use of resources.

Vision

Food Waste Free United is based on the power of a collective, systemic approach: from producer to consumer. That is why we work with a broad network of businesses across the entire food chain, knowledge institutions, civil society organizations, and governments to drive a system-wide transformation.

Role

Food Waste Free United is the catalyst for change towards a food system without waste, in which resources are used efficiently and effectively. We inspire, activate, and connect entrepreneurs, companies, governments, and consumers. We encourage organizations to participate in programs and purpose-driven coalitions and reward frontrunners by giving best practices and innovative solutions a platform, always with a positive message to both public and private sectors.

Scope Definition

When we speak of food waste in this plan, we refer to the full challenge:

- Reducing both food losses and food waste.
- Structurally improving resource efficiency.

Approach

A system does not change by pressing a single button. That is why we work across four interconnected action lines. Together, these pillars form our proven methodology:



Monitoring

Measuring and tracking food loss & waste and its impact on the food system.



Food chain innovation

Jointly developing and implementing new solutions.



Consumer activation

Awareness, behavioral change, and adapting the food environment.



Changing the rules

Improving policy and conditions to create an optimal playing field.



Results to Date

Since 2018, a lot has been achieved:

- A unique network of more than **100 stakeholders**, 80% from the business sector.
- Thanks to the joint approach, food waste in the Netherlands has decreased by an average of **20%**.
- **23% less** waste among consumers (2022) and **35% less** in supermarkets (2024).
- This equals to **200.000 tons less** food wasted each year by consumers and supermarkets, with an estimated value of approximately **€ 900 million**.

Core Values

External values: independent, united, impactful, and facilitative.

Internal values: integrity, respect, collaboration, and purpose.

Towards the Next Phase, 2026-2030

We are proud of what we achieved together with our stakeholders. The coming years we will focus on three key developments:



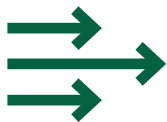
Broadening

Focusing on the entire food chain, including the primary sector, through sector and food chain coalitions. Crucial to structurally tackling food loss and waste at the source.



Accelerating

Achieving greater impact in the next five years to reach our final goal.



Scaling

Strengthening what works, such as coalitions and clusters, monitoring, and campaigns.



Strategic Goals

Our ultimate goal is a maximum of 1 billion kilos of food waste in 2030: 50% less than in 2018. This will result in a reduction of approximately 3 Mton of greenhouse gas emissions compared to 2018 ¹.

Year	2026	2027	2028	2029	2030
Food waste (kton)	1.500	1.400	1.300	1.150	1.000
Lower CO ₂ emissions (kton)	1.500	1.800	2.100	2.550	3.000

Operational Goals

To achieve these strategic goals, we need to have more stakeholders and partners collaborating in partnerships, as well as to expand sector monitoring. By monitoring more precisely, building coalitions, and activating consumers and businesses, we will drive the structural transformation of the food system.

Year	2026	2027	2028	2029	2030
Stakeholders	110	135	160	185	210
Coalitions	6	7	8	9	10
Waste-Free Campaign Partners	250	270	290	310	330
Sectors monitored	10	12	14	16	18
Monitoring partners	120	155	200	260	320
International partners	5	7	10	13	15

¹ Bos-Brouwers, et al, *Climate footprint of food waste in the Netherlands, Report Wageningen Food & Biobased Research; No. 2571, 2024.*

Explanation per Operational Goal

Ecosystem & Stakeholders

We aim to grow by an average of 25 stakeholders per year while maintaining a healthy balance between food sectors and food chain segments. To strengthen our food chain-wide approach, we focus particularly on expanding in the food industry, foodservice, and the primary sector.

Coalitions: Innovation in the Food Chain *(action lines 2 en 4)*

We currently facilitate six clusters/coalitions:

1. Circular Animal Protein Chain (including an innovation cluster and a corporate coalition).
2. Bread & Pastry Cluster.
3. Foodservice Cluster.
4. Shelf-Life Coalition.
5. Food2Food Cluster.
6. Front-runner Group Waste-Free Municipalities.

Growing to ten coalitions by 2030 will be achieved by:

- Starting at least one new multi-stakeholder coalition each year around a systemic challenge in the food food chain. We are currently exploring a Waste Warrior Brigade and Social Food Coalition;
- Collaborating with parties that want to improve internal processes and team development, with us as coordinator and lead applicant, organizing project funding;
- Submitting at least one project proposal per year to strengthen European collaboration under the EU Single Market Programme or other EU funding instruments.





Waste-Free Campaign Partners *(action line 3)*

The Netherlands Nutrition Centre leads action line 3, funded directly by the Ministry of Agriculture, Nature and Food Quality (LNVN), in collaboration with Food Waste Free United.

We aim for 10% annual partner growth by:

- Increasing visibility and awareness of consumer activities, interventions, and their impact among stakeholders and partners;
- Strengthening and expanding the successful Food Waste Free Week, focusing on changing the food environment and fostering a positive social norm.

Monitoring – sectors and partners *(action line 1)*

Currently, 100 companies across ten sectors report their annual progress, including supermarkets, industrial bakeries, potato processors, fruit and vegetable traders, slaughterhouses and meat processors, confectionery producers, fish traders, contract caterers, party caterers, and a growing number of hotels and restaurants. Wageningen Research conducts data collection, analysis, and reporting, directly funded by the Ministry of LNVN. Food Waste Free United co-leads and is responsible for expanding and strengthening the group of reporting companies.

We aim to reach 320 companies in 18 sectors by:

- Adding new sectors each year, such as dairy, fruit & vegetable processors, primary producers, and additional foodservice sectors;
- Setting the highest achievable interim targets per sector towards 2030;
- Providing an annual update on national and sector progress, making developments visible and enabling sharpened action plans.

International partners (*actielines 1, 2, 3 and 4*)

International collaboration is essential for transforming the food system within Europe and beyond, and crucial for effective regulatory improvement. We currently engage with five European partners with similar hub functions or who lead national innovation ecosystems. We aim to grow this EU hub network to at least 15 national partners by 2030, adding 2-3 partners per year.

By collaborating with our European peers, professionals can find each other more easily, accelerating food waste reduction efforts in their countries and helping meet EU targets. We focus on consumer activation, monitoring, and impact-driven partnerships. We also actively participate in global networks such as the Global Food Pact, Consumer Goods Forum, FAO, UNEP, OECD, and Champions 12.3.

To achieve our goals within European decision-making, we work closely with the European Commission, EU member states, regional governments, and other stakeholders in European projects, and initiate new actions when necessary.



