



AUSTRALIAN RETAILERS **DRIVING FOOD WASTE REDUCTION.**

Retailers have the power to impact upstream food waste through product specifications, commercial agreements like minimum shelf life on receipt, and sales-return policies. They are also well-positioned to drive change within their supply chains by encouraging the quantification and improvement of food waste challenges across their networks.



THE PROBLEM + PLAN

Food waste is a challenge across the retail sector. The Australian Food Pact now works with 83% of the retail market, including founding signatories Coles and Woolworths (2021), and ALDI and Metcash (2024). While supermarkets and wholesalers generate only ~7% of waste, their influence significantly extends across the supply chain and into households.



PATHWAYS FOR IMPACT

Australian Food Pact Retailer signatories are encouraged to follow the Target, Measure, Act framework:

- **Target**
Set an aspirational, but achievable target and communicate it within the business and externally.
- **Measurement**
Annual food waste measurement across operations to identify hotspots and track progress.
- **Internal Action**
Creation of a cross-functional food waste working group, with data drawn from sales, inventory, and waste management to target initiatives.
- **Supplier Collaboration**
Sharing learnings with Pact Signatories and engaging suppliers in practical solutions.
- **Household Engagement**
Partner with The Great Unwaste to support shoppers to reduce their food waste.

KEY LEARNINGS



Across the cohort, key observations have included:

- Measuring waste makes the problem visible and provides a baseline for targeted action.
- Retailers can influence waste upstream (farms, manufacturers), within operations, and downstream (households).
- Clear communication with staff, suppliers, and customers is critical to success.
- Simple, consumer-facing prompts can drive household behaviour change at scale.

RETAILER SPOTLIGHT: **METCASH**

For Metcash – a leading wholesale distribution and marketing company to independent retailers including IGA supermarkets – the opportunity was clear: reduce waste in operations, support suppliers, and empower households.

In 2024, Metcash joined the Australian Food Pact (led by End Food Waste Australia), committing to measure, report and reduce food waste. In 2025, Metcash went further, becoming the first supermarket wholesaler to activate The Great Unwaste campaign in-store, led by IGA supermarkets. This combined action would tackle food waste both in the supply chain and in Australian households.

From September 2025, selected IGA Black & Gold and Community Co products began featuring the “Unwaste Me” stamp:

- Offering shoppers quick prompts and tips to use products fully.
- A QR code linking to recipes, storage advice, and food-saving hacks.

The first products included cheese, salads, rolls, and frozen fruit, with more to come. IGA also relaunched its food waste webpage and promoted the campaign through stores and social media, ensuring shoppers could join the movement.



We're incredibly excited about our partnership with The Great Unwaste. This represents an opportunity for us to help drive positive change when it comes to reducing food waste in Australia and helps our shoppers save by making the most of what's in their fridge or pantry.

- Estella Young
Metcash/IGA Executive
General Manager
of Merchandise,
Metcash Food



DRIVING **IMPACT THROUGH RETAILERS**

The Australian retailers are continuing to make huge achievements in food waste reduction:

- **Sector Leadership**

Metcash is the first wholesaler to activate The Great Unwaste nationally.

- **Consumer Reach**

The Great Unwaste campaign messaging has reached millions of Australians and behaviour change is further enhanced through industry collaborations, like with IGA (Metcash).



- **Community Impact**

According to EFWA's research, the Australian Retailers have donated 86,000,000 meals in 2025 alone that would have otherwise gone to waste. This volume is on top of the retailers scheduled donations.

- **Staff Engagement**

Cross-functional action groups, volunteering with Foodbank, and events like the International Day of Awareness of Food Loss and Waste have built an internal culture of impact.

NEXT STEPS

Together, retailers are committed to halving Australia's food waste by 2030. The Australian Food Pact will continue to work hand in hand with the Australian retail market to drive supply chain collaboration.



The Australian Food Pact is led by End Food Waste Australia, supported by WRAP, and funded by Rainier Climate Group.

