



**Fight Hunger**  
**How suppliers can**  
**get involved**

March 2019



In February 2018 we launched **'Asda Fight Hunger Create Change'**, an innovative and transformational partnership with FareShare and the Trussell Trust.

Our customers told us that food insecurity was an issue that they wanted to see Asda tackle, so in response we launched the most ambitious charity programme that Asda has ever seen. Across three years, we will donate over £20 million to these two leading charities to create long-term positive change to poverty in the UK.

## Our Main Aims

Asda Fight Hunger Create Change has 4 main aims and we're already starting to deliver on these:

### 1. We will provide an additional 24 million meals to those in need every year

With our donation, FareShare will be able to develop their infrastructure and purchase items such as vans, chillers or even new depots so they can collect, store and transport more food. We'll be helping them to grow their capacity to receive more donations so they can help even more people.

### 2. We will give 500,000 people access to fresh food every week

For the first time, FareShare will be able to deliver fresh food to the Trussell Trust food banks and make fresh food the norm, not the exception. On top of this, by growing their own capacity, FareShare will be able to provide fresh food to thousands of new charities and community groups.

### 3. All stores will have the ability to donate edible surplus food from the back of store

By 2020 every one of our stores will have the ability to donate edible surplus food to local charities. Through this initiative we aim to double the amount of food we redistribute.

### 4. We will tackle the root causes of food poverty and will support over 1 million vulnerable individuals to get out of the situation they are in

Our donation will allow the Trussell Trust to provide grants to their network of food banks so that they can develop 'more than food' services such as financial and debt advice, CV workshops or cookery lessons that tackle some of the root causes of poverty.

# How can you help Fight Hunger?

**At Asda, we hate waste so we're working towards reducing this as much as possible. We're committed to making a difference by...**

- Giving all stores the ability to donate edible surplus food to local charities
- Working in partnership with FareShare, having donated 10 million meals from surplus food since 2012
- Working with many other charities to donate to them as well

By growing the capacity of our partner charities, we enable more food to be donated. We want to encourage donations to our partners, but that's not to say that other charities aren't in need of donations as well.

**If you're a supplier who has surplus food, why don't you think about donating to charity?** By donating surplus food, you can prevent good food from going to waste, support your business's food waste reduction commitments and reduce your food waste disposal costs. If this sounds right for you, then our guidance and advice can help you achieve this...

## What items can be donated?

Here are some do's and don'ts for donatable items. Each charity is different, so depending on what charity you want to donate to, check with them first what they will or will not accept.



### The food charities can't accept:

- ✗ Food that has been warmed or prepared such as buffet food (depending on charity)
- ✗ Food that has exceeded its use-by date (food past its best-before date may still be accepted if safe to consume)
- ✗ Alcohol and cigarettes



### The food charities will accept: ✓

- ✓ Meat, fish, eggs and dairy products
- ✓ Fresh fruit and veg
- ✓ Chilled foods such as ready meals or drinks
- ✓ Frozen food, or chilled food that has been blast-frozen
- ✓ Ambient goods such as pasta, rice, mash and cereals
- ✓ Tins of fruit, puddings, meat, veg and soups
- ✓ Tea, coffee and UHT milk
- ✓ Confectionery, jams, marmalades and healthy snacks
- ✓ Bakery
- ✓ Toiletries and non-edible groceries (shower gel, shampoo, feminine hygiene, washing-up liquid, etc.)
- ✓ Pet Food (depending on charity)



## Examples of why food

## would become surplus

Products that you can no longer sell but are still edible (or usable as this also applies to non-food items) are perfect for donation. Listed below are some examples of the scenarios where you can donate products. Please share this guide with your teams so all colleagues throughout the chain can recognise what can be donated.

Type of Food	Example
In Code Surplus Food	Overproduction of complete products or ingredients with full ingredient lists.
Short Codes	Products that will be rejected by the retailer due to date codes with less than the adequate time required to move through the supply chain.
Deleted Lines	Products that are no longer stocked but still perfectly good to eat.
Packaging Changes	Products in old packaging formats or labels.
Seasonal Lines	Products which are still in date but past the season, e.g. Christmas biscuits in January.
Packaging Printing Errors	Products that can't be sold in stores due to spelling mistakes, incorrect or missing information, or colour issues will be accepted but with accompanying information of the error.
QA Rejections	Non-technical rejections where the product isn't quite to specification but perfectly good to eat, e.g. excess scarring on fruit, not the right size, light or heavy bake, excess fat on meat, cherry decoration missing, etc.
Print Date Code Issues	Products with an incorrect date code which can't be sent to the retailer will be accepted by a charity with a cover note including the correct date code details.
Production & Transit Trials	Products with full ingredient detail but with no outlet to sell, yet perfectly good to eat.
Wrong Product In Pack	Products packed incorrectly with an accompanying cover note and correct ingredient details.
Other Issues	Please contact the charity for other issues you may find. Assume they will accept rather than not and just remember to check.

# How to donate...

## Asda Own-Brand products

If you have own-label products that can be donated, you'll need to donate to our Asda-approved charities. No further compliance approval will be required should you donate to them.

## Branded products

Branded products can be donated to any charity of your choice. If you don't already have approved charities in your business, why not consider the Asda-approved charities as a starting point?

**You've seen what types of items can be donated, but here is a bit more about what our approved charities will accept...**

Charity	Fresh Food	Ambient Food	Frozen Food	Health & Beauty	Household	Pet Food
FareShare	X	X	X			
Trussell Trust	Limited	X		X	X	X
Community Shop	X	X	X	X	X	X
HIS		X	X	X	X	X
In Kind Direct		X		X	X	X
RSPCA						X
The Salvation Army (not for sale in shops)	X	X	X	X	X	X

## Logistics and Transport made easy

We want to make the logistics of donations easy, so here's how...



### Using our Asda Chilled Logistics Network...

- If you would like to donate fresh food, you can get in touch with charities directly or take advantage of our Asda chilled logistics network to donate to FareShare or Community Shop; if you currently utilise Asda's third party Primary Logistics model, it is really simple
- All you need to do is pre-register with Asda logistics by contacting [Robert.Place@asda.co.uk](mailto:Robert.Place@asda.co.uk). Once registered and when there are instances of surplus product, you can select the 'donate to FareShare' option on the collection schedule on your logistics ordering portal. The product will then be collected at the same time your standard deliveries are collected for the Asda distribution centres
- As this will be planned to utilise empty space on collecting vehicles, the cost of this will be discounted. Many food manufacturers have told us transport costs are a barrier to donation as well as speed of collection, so this process enables transport at a competitive rate and daily collection if necessary
- This system is available for own brand, brand and even other retailers own brand products where logistics is enabled

## Donating directly to charities

If you're able to donate fresh, ambient food, non-edible groceries or general merchandise directly to a charity, then you can use our pre-approved charities. Please email [Waste&Recycling@asda.co.uk](mailto:Waste&Recycling@asda.co.uk) if you have any queries or contact the charities directly using the contact details on the next page.

## Other helpful information

We understand that cost is sometimes a barrier. If our Asda chilled logistics network solution doesn't work for you then here are some helpful sources you can use...

- You may have heard of the new DEFRA fund, aimed at supporting the redistribution of surplus food, making donations to charity cost-neutral. Visit this webpage to find out if you are eligible and what you need to do:  
<https://www.gov.uk/government/news/cutting-food-waste-game-changing-fund-opens>
- The UK Food Waste Reduction Roadmap is the UK's response to delivering the UN's sustainable development goal to reduce food waste by 50% by 2030. Most retailers and many food manufacturers are signatories, including the IGD, BRC, Chilled Food Association and FDF. Check out the tool kits and guidance here:  
<http://www.wrap.org.uk/food-waste-reduction-roadmap>
- WRAP have lots of helpful links to support redistribution of surplus food. Find out more on the WRAP webpage:  
<http://www.wrap.org.uk/food-drink/business-food-waste/redistribution>



### Contact Details

#### FareShare

Les Golden  
Les.Golden@fareshare.org.uk  
07508 708 337

#### Trussell Trust

Jenny Farrall-Bird  
Jenny.Farrall-Bird@trusselltrust.org  
07876 654 351

#### Community Shop

Lee Wood/Joanna Holland  
donations@company-shop.co.uk  
01226 747 121

#### HIS

Christine Wyld  
hisfood@hischurch.org.uk  
07771 707 477

#### In Kind Direct

Steve Murray/Maya Pierreux  
steve@inkinddirect.org/maya@inkinddirect.org  
03003 020 255

#### RSPCA

Leanne Copp  
Leanne.Copp@rspca.org.uk  
03001 230 099

#### The Salvation Army

Kirk Bradley  
Kirk.Bradley@satcol.org  
01933 441 807



## About our partners...

You've found out how you can donate, but we want to tell you more about our partners and why food donations will make a difference. FareShare and the Trussell Trust rely on food donations to operate; the Asda Fight Hunger Create Change donation is increasing both charities capacity to receive more food, so with this growth, comes greater demand for donations. Find out how our donation is helping them to grow...

## FareShare

FareShare are the UK's largest charity fighting hunger and food waste. There is a vast amount of food waste in the industry, so FareShare redistribute donated surplus food to over 3000 frontline charities and community groups that support vulnerable people.

This food is then turned into delicious meals, turning an environmental problem - food waste - into an opportunity to create social good. FareShare already reach 1,500 towns and cities across the UK through their 21 regional centres, and this will grow as a result of our donation.



1, 900, 000  
tonnes

WRAP's estimation of food  
wasted in the industry.

At least  
270, 000  
tonnes

WRAP's estimation of  
food that could be  
redistributed to feed  
people in need.

16, 992  
tonnes

FareShare  
redistributes 6%  
of the edible  
surplus food  
available.



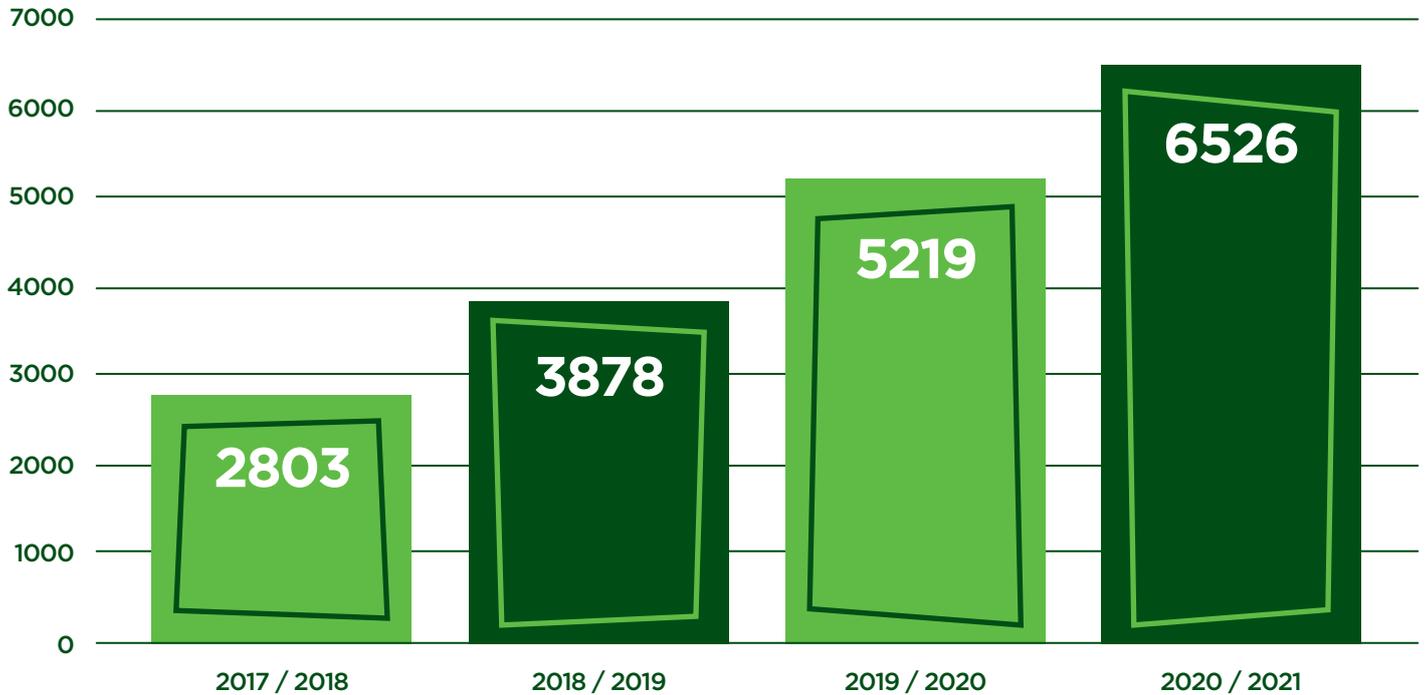
**FareShare**

fighting hunger, tackling food waste

FareShare's capacity to collect, transport and store surplus food is increasing as a result of developing warehouses, investing in more refrigeration and vehicles and employing more drivers. This means they'll be able to redistribute more food across the country and consequently provide more meals to those in need. Here is how we are helping them to grow...

Asda's investment in the FareShare network has enabled their regional centres to plan the following growth in the number of Community Food Members they serve, including Trussell Trust food banks:

Number of CFMs Served



To support FareShare's growth plans, our donation will enable the following developments in their network...

- Introduction of **2 additional drivers** and delivery vehicles at every site
- Relocation to new larger sites for **6 Regional Centres**
- Opening of a new **Regional Centre** in Milton Keynes
- **Expansion of distribution services** into Devon & Cornwall
- Expansion of **chilled storage space** in 12 sites
- Expansion of **frozen storage space** in 4 sites



## The Trussell Trust

The Trussell Trust are a network of over 400 food banks who provide emergency food and support to people experiencing crisis in the UK. On top of this, the Trussell Trust provide a range of services, including budgeting and debt advice, which aim to tackle the root causes of poverty and help people out of the situation they are in. Their aim is to end hunger in the UK.



Our donation to the Trussell Trust will allow them to provide over £8 million in grants to food banks in their network. These grants will help to tackle the root causes of poverty, but they will also enable food banks to grow their capacity to receive more donations and increase their accessibility to people in crisis. Food banks will be able to store more food, open for longer hours, and deliver more emergency food parcels.