



**Label better
less waste**

Publication date
April 2018

Milk guidance

**Helping reduce consumer food
waste, through changes to
products, packs, labels and retail**

Produce of



wrap

**Food
Standards
Agency**
food.gov.uk


Department
for Environment
Food & Rural Affairs

**Dairy
UK**



Top actions for consumer waste prevention

- ✓ Extend closed and 'Open Life' to the maximum possible. For 'Open Life' adopt the wording, 'Best within x days of opening'
- ✓ Include prominent storage guidance
- ✓ Include Love Food Hate Waste (LFHW) tips and other communications on larger packs

Date labelling

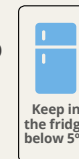
- Consider ways of adding length to product life through processing, supply chain or protocol innovations. The amount of product life available to householders has a significant influence on wastage rates, reducing wastage by up to 10%, or more, for every extra day of life¹.
- Where the food safety risk is sufficiently covered by the 'Use By' date, remove food safety-related 'Open Life' guidance ('Use within X days of opening').
- Where 'Open Life' is important for food quality rather than safety, use the wording – 'Best within X days of opening'.

A [decision tree](#) is available to support the decision of which date label should apply.

¹ <http://www.wrap.org.uk/sites/files/wrap/Milk%20Model%20report.pdf>

Storage guidance

- Use a prominent blue fridge icon and supporting wording – 'Keep in the fridge below 5°C'.
- Consider other innovations to help householders store at the right temperature, e.g. temperature sensitive labels.



- Where space permits, use the snowflake icon with the wording – 'Decant into a clean air-tight container'. Provide freezing and defrosting instructions alongside, e.g. 'Freeze by the date mark shown; best within X months; defrost in the fridge and consume within 1 day'.
- Work is currently underway with industry on the effect of freezing.



Love Food Hate Waste tips and other communication

- On larger packs, consider using messaging on the story of food, e.g. 'Milk is amazing, it's too good to bin. Pop it back in the fridge pronto / Pour it on your cereal, not down the drain'.
- On larger packs, consider using tips to re-inforce key storage messages, e.g. 'Return to fridge immediately after use' or 'Always put me back in the fridge straight away – I'll stay fresher for longer' or 'Store upright'.
- Re-inforce through in-store messaging, e.g. on the shelf edge, or at checkout – 'Pack cold items together to keep fresh until they reach your fridge'.



Consumer insights and evidence

Evidence on consumer waste at home²

UK consumers waste:

290,000 tonnes

of milk a year (7% of purchases).

50%

was thrown away in larger quantities (> 1 pint).

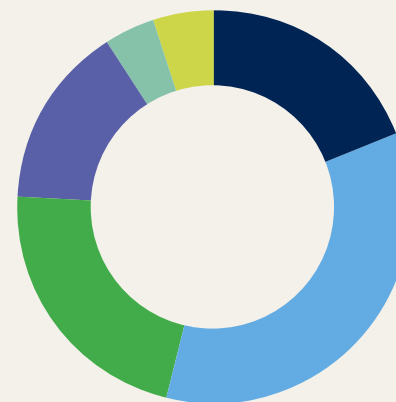
50%

was thrown away at breakfast.

Other insights

1. Customer complaints data suggests that c. 80% of complaints are about milk going off before the 'Use By' date, potentially related to temperature abuse.
2. An on-shelf survey found that freezing guidance for milk was minimal³. 17% of consumers believe milk to be 'un-freezable' and only around 1 in 10 regularly buy milk to freeze at home⁴.
3. WRAP focus panels have found that consumers respond well to 'motivational' messaging on the story of food.

Reasons for not using milk purchases



Not used in time (date code)	19%
Not used in time (not date code)	35%
Cooked/served too much	22%
Fussy eating	15%
Accidents	4%
Other	5%

2 Household Food & Drink Waste – A Product Focus, WRAP 2014

3 <http://www.wrap.org.uk/content/helping-consumers-reduce-food-waste-retail-survey-2015>

4 Understanding Consumer Use of the Freezer, WRAP, August 2010. A quantitative study into consumer attitudes, understanding and behaviour with regards to freezing.



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