



Water efficiency
making a real difference

envirowise } SUSTAINABLE PRACTICES
SUSTAINABLE PROFITS

Food and Drink
Federation



About FDF

The Food and Drink Federation is the voice of the UK food and drink industry, the largest manufacturing sector in the country.

FDF's membership comprises manufacturers of all sizes as well as trade associations and groups dealing with specific sectors of the industry.

Our role is to help our members operate in an appropriately regulated marketplace to maximise their competitiveness. We communicate our industry's values and concerns to Government, regulators, consumers and the media. We also work in partnership with key players in the food chain to ensure our food is safe and that consumers can have trust in it.

In representing the interests of our members, FDF is focusing on three core priorities:

- Food Safety and Science
- Health and Wellbeing
- Sustainability and Competitiveness

About Envirowise

Envirowise is a Government-funded programme dedicated to putting the sustainable use of resources at the heart of UK business practice.

It offers businesses of all sizes and sectors a wide range of free, independent and practical advice designed to genuinely improve their processes, profitability and competitiveness.

As a result, since its launch in 1994, Envirowise has helped UK businesses save well over £1bn by enabling them to significantly reduce their environmental impact including reducing business water use by over 56 million m³ per year.

Our services include:

- The Environment and Energy Advice Line on 0800 585794
- An encyclopaedic website (www.envirowise.gov.uk) of valuable and relevant information
- On-site visits conducted by a nationwide team of expert advisors
- Over 200 events each year, from product design workshops to major exhibitions

Making a real difference



FDF and Envirowise recognise that the nation's water resources are increasingly coming under stress. This can adversely affect security of supply, local wildlife habitats and water quality. Tackling water stress is therefore an environmental priority.

The food and drink industry is a significant water user. As such, FDF and Envirowise are extremely pleased to be working together to promote water efficiency best practice across the sector as a whole. Importantly, this partnership has led to the successful development of the 'Federation House Commitment', a strategically significant framework for encouraging progress.

It will help FDF members to achieve their collective goal of making significant reductions in water use by 2020. This aim was announced as part of FDF's Five-fold Environmental Ambition in October 2007 (reproduced overleaf).

In addition, the Federation House Commitment is being opened up beyond FDF's membership. All companies in the food and drink manufacturing sector are free to sign up to it. It will therefore also be a key medium for the achievement of the industry-wide target in the Food Industry Sustainability Strategy to reduce its water use, outside of that embedded in products themselves, by 20% by 2020 compared to 2007.

In the meantime it is particularly pleasing that so many members of FDF have demonstrated their status as captains of the food and drink industry by signing the Federation House Commitment. We applaud their leadership on tackling water resource efficiency and urge others to follow their example. After all, we have only one planet and must treat it as a precious resource. We owe that to future generations.



Fiona Dawson

Managing Director
Mars Snackfood UK

Chair, FDF Sustainability and
Competitiveness Steering Group



Callton Young OBE

Sustainability and
Competitiveness Director

Food and Drink Federation



Dr Martin Gibson

Director
Envirowise

FDF's five-fold ambition

Food and Drink Federation members are committed to making a significant contribution to improving the environment by targeting priorities where they can make the biggest difference. Working collectively, our five-fold ambition is to:

- Achieve a 20% absolute reduction in CO₂ emissions by 2010 compared to 1990¹ and to show leadership nationally and internationally by aspiring to a 30% reduction in CO₂ emissions by 2020
- Send zero food and packaging waste to landfill from 2015
- Make a significant contribution to WRAP's work to achieve an absolute reduction (340,000 tonnes) in the level of packaging reaching households by 2010 compared to 2005 and provide more advice to consumers on how best to recycle or otherwise recover used packaging
- Achieve significant reductions in water use² to help reduce stress on the nation's water supplies and contribute to an industry-wide absolute target³ to reduce water use by 20% by 2020 compared to 2007
- Embed environmental standards in our transport practices, including contracts with hauliers as they fall for renewal, to achieve fewer and friendlier food transport miles and contribute to an absolute target for the food chain to reduce its environmental and social impacts by 20% by 2012 compared to 2002⁴

¹Proposed in the Food Industry Sustainability Strategy published by Defra in 2006.

²Water use outside of that embedded in products themselves.

³Proposed in the Food Industry Sustainability Strategy published by Defra in 2006.

⁴Proposed in the Food Industry Sustainability Strategy published by Defra in 2006.



Our commitment

The Federation House Commitment

FDF and Envirowise met at Federation House on 20 July 2007 to discuss development of a water best practice commitment between Envirowise and industry. Called the 'Federation House Commitment', this initiative is being launched so that FDF members can achieve their ambition to make significant reductions in water use by 2020. However, the Commitment will be opened up more widely so any company in the food and drink manufacturing sector can sign up.

The role of industry

The businesses signing overleaf agree under this Commitment to engage fully with the Envirowise programme. Helped by priority access to Envirowise Services, signatories are committed to:

- i. Supplying water use data¹ for individual sites, directly to Envirowise, within 3 months of making the Commitment. For multi-site organisations, this would be taken forward as a process, building up to full coverage over a period to be agreed in advance between each relevant signatory and Envirowise. In due course this should result in a 2007 baseline of water use for individual signatories and, when aggregated, a 2007 baseline for the Commitment as a whole;
- ii. Assessing and reviewing on-site water use² through the construction of a water balance for each site;
- iii. Developing site-specific action plans to reduce water use where possible (per tonne of production if necessary) and costs within 6 months of making the Commitment;
- iv. Delivering action plans through a systematic programme of on-site improvements;
- v. Annual reporting on water and cost savings at the site level to Envirowise (an independent organisation undertaking not to disclose company level data).

The role of Envirowise

Envirowise, in signing, agrees to undertake administration of the Commitment (which must necessarily run over a number of years). In particular, it will:

- i. Review its service offering for the food and drink sector and create an overarching package of support measures bringing together experience from its big splash, supply chain and key account initiatives;
- ii. Identify and address core multi-site issues across the sector through strategic projects and the development of good practice guidance and fact sheets;
- iii. Promote the Commitment to a wide audience and celebrate and recognise the achievements of participating companies;
- iv. Report annually in aggregated, anonymised, form on the collective progress of signatories and their contribution overall to the FISS target;
- v. Report annually to FDF on the contribution made by its members under the Commitment to inform FDF's environmental policy.

¹In a pre-determined user-friendly format developed by Envirowise in consultation with FDF.

²For the purposes of the Commitment, 'on site' water use is defined as any water that is meter supplied to a site, e.g. from mains or borehole. This does not include cooling water that is returned to its original source or water that ends up in the final product.

Our first signatories



Paul Freeston

Paul Freeston
Chief Executive, apetito



Salman Amin

Salman Amin
President, PepsiCo UK



Martin Glenn

Martin Glenn
Chief Executive, Birds Eye Iglo



Robert Schofield

Robert Schofield
Chief Executive, Premier Foods



Paul Moody

Paul Moody
Chief Executive, Britvic



Iain Ferguson

Iain Ferguson CBE
Chief Executive, Tate & Lyle



Todd Stitzer

Todd Stitzer
Chief Executive, Cadbury Schweppes



Martin Bell

Martin Bell
Managing Director, UIN Foods



Hubert Patricot

Hubert Patricot
Managing Director
Coca-Cola Enterprises



Dave Lewis

Dave Lewis
Chairman
Unilever UK



Graham Neale

Graham Neale
General Manager & Vice President -
Nutritional Healthcare UK
GlaxoSmithKline



Geoff Eaton

Geoff Eaton
Chief Executive
Uniq



Greg Peterson

Greg Peterson
Managing Director
Kellogg Marketing & Sales Co



David Fish

David Fish
Executive Chairman
United Biscuits



Ben Clarke

Ben Clarke
Managing Director, Kraft



Ross Warburton

Ross Warburton MBE
Executive Director, Warburtons



Fiona Dawson

Fiona Dawson
Managing Director
Mars Snackfood UK



Ken Wood

Ken Wood
Chief Executive Officer, Weetabix



Stewart Gilliland

Stewart Gilliland
Chief Executive Officer
Müller Dairy (UK)



Mike Parker

Mike Parker
Deputy Chief Executive
Young's Seafood



Alastair Sykes

Alastair Sykes
Chairman, Nestlé UK



Dr Martin Gibson

Dr Martin Gibson
Director, Envirowise

Reducing water use



FDF members are committed to making significant reductions in water use to help reduce stress on the nation's water supplies

The challenge

The nation's water resources are increasingly coming under stress for various reasons. They include: wastage due to ailing supplier infrastructure; absence of a national water grid; increasing demand; and factors such as climate change which can give rise to erratic rainfall patterns. The impact can adversely affect local wildlife habitats and water quality. Tackling water stress is therefore a growing environmental priority. Industry, water suppliers and consumers all have a part to play.

The food and drink manufacturing industry is a significant user of water. It is an essential ingredient in many food and drink products. It is also used in food and drink preparation, production and cleaning processes. However, the sector can help to conserve water to alleviate water stress providing food safety and hygiene is not compromised.

FDF's ambition

FDF will show leadership by raising the profile of water as a precious resource and developing a structured programme of water conservation for FDF members.

FDF is therefore committed to developing a high level 'Courtauld-type' Commitment¹ with Envirowise, which we will launch in the New Year.

FDF is committed to using the Commitment to measure the collective contribution that FDF members make towards an industry-wide absolute target² to reduce water use, outside of that embedded in products themselves, by 20% by 2020 against a 2007 baseline. FDF supports this industry-wide goal.

Delivering our ambition

FDF will work closely with Envirowise, the Government's expert body, to develop and launch an FDF/ Envirowise Commitment on water efficiency best practice, including monitoring and annual reporting by signatories. FDF will publish the aggregated results annually.

FDF will also work closely with other partners to achieve our water efficiency ambitions.

¹The Courtauld Commitment was launched in March 2005. Under it, Waste & Resources Action Programme, in partnership with industry, aims to design out growth packaging reaching households by 2008 and to deliver absolute reductions in the packaging reaching households (340,000 tonnes) by 2010.

²Proposed in the context of the Food Industry Sustainability Strategy published by Defra in 2006.

Case studies

FDF members are committed to making significant reductions in water use to help reduce stress on the nation's water supplies. Here are two examples of current best practice – showing what is possible by work which has been undertaken or is now underway in this area.

Walkers

Walkers, the potato processing company, reduced its water consumption by around 50% at its Leicester sites in Bursom and Leycroft saving around 700 million litres per year.

Achieving this required the development of a comprehensive understanding of water use at each of the sites. Reflecting the philosophy that if you do not measure it you cannot manage it, Walkers installed around 30 water meters at the sites. This enabled the company to develop a two pronged strategy to drive down water usage.

First the company developed a range of engineering solutions. For example, recycling water from the starch recovery programme, for use in potato fluming and washing, enabled 400 million litres of water to be saved each year.

Second, it worked to change the attitude and behaviour of factory staff to make them passionate about water conservation. Water use is now measured and reported by shift to show variations in performance between each of the teams that work them. Leak busters and water champions are assigned to each shift. The best performing teams are rewarded and recognised by the company for their contribution towards sustainability.

Overall, the strategy has led to water consumption falling from 17.67 to 9.24 litres per kilogram of potatoes processed in Bursom and 13.65 to 6.38 litres per kilogram in Leycroft.

Cadbury Trebor Bassett

Cadbury Trebor Bassett is committed to reducing water use and is saving about 15% per year at its cocoa processing site at Chirk, North Wales, equivalent to approximately 17 million litres per annum.

The site uses water for a variety of reasons, including generating steam for process heat, running cooling towers and cleaning. As part of the site environmental agenda, Cadbury Trebor Bassett invested around £2m in an onsite wastewater treatment plant to clean up effluent arising from the manufacturing process.

Waste water from the factory is passed through a number of different treatment stages. The primary stages include removing suspended solid material by dissolved air flotation and using submerged biological filters to remove biodegradable material. The final stage involves using a combination of microfiltration and reverse osmosis membranes to turn the effluent into high quality clean water.

The quality of the treated water is such that the company is able to re-use it for certain 'grey water' applications (e.g. to feed boilers to raise steam) located outside of the main factory building away from all ingredients and product.

As a result of its investment, Cadbury Trebor Bassett has been able to reduce demand for water usage at the site by about 15% per year resulting in a saving in water costs of around £10,000 per annum.

To build on this success, the company is currently exploring other opportunities outside of the main factory building such as use in the site's cooling towers.

Message from Defra



Dear FDF members and Envirowise,

Thank you for inviting me to the launch of the Federation House Commitment.

I am very pleased to support this joint FDF and Envirowise initiative which has resulted in the first voluntary framework under which food and drink companies can work systematically towards improving efficiency and reducing water use wherever possible.

It is particularly pleasing to see so many influential companies, responsible for well known household brands, signing up on day one. I would like to urge more companies in the sector to follow the leadership and commitment being shown by FDF and its members to the environment.

I look forward to FDF members fulfilling the water reduction ambition, set out in their 'Fivefold Environmental Ambition', through participation in the Commitment. In addition, I look forward to the sector as a whole achieving the industry-wide target set in the Food Industry Sustainability Strategy to reduce water use, outside of that embedded in products themselves, by 20% by 2020 compared to 2007. Success on both counts will be a significant win-win for the environment, businesses' bottom line and their corporate standing.



Rt. Hon. Lord Rooker

Minister for Sustainable Food,
Farming and Animal Health

Messages of support



Whilst we know climate change is an urgent issue requiring urgent action, it is critical that business addresses the whole suite of sustainability issues. The Federation House Commitment is significant as it focuses attention and action on perhaps the next urgent sustainability issue – water. For the food and drink sector to achieve greater sustainability across all of its operations, we not only need individual company leadership, but also collective action. The scale of the sustainability challenge is such that individual company action alone won't be quick enough. The FDF is setting a great example by providing its members with the framework to work together to get serious about water use and wider sustainability.

Sally Uren, Director of Business Programme, Forum For The Future

The Federation House Commitment is a fantastic development. The combination of the FDF's knowledge and influence in the food and drink sector, the commitment of its members, and the expertise of Envirowise, will translate into big water savings. The agreement makes excellent business sense and is great for the environment. We hope that other business sectors will follow the food and drink sector's lead.

Jacob Tompkins, Director of Waterwise

The Federation House Commitment

The Federation House Commitment is a joint initiative developed by the Food and Drink Federation and Envirowise. It is a framework for FDF members and others in the food and drink industry to engage in water best practice and in a structured way to improve efficiency and reduce water use wherever possible. The key elements of the Commitment are:

- The development of a 2007 baseline of water use for individual signatories and for the Commitment as a whole
- Assessment of water use at each participating company's manufacturing site(s)
- The development of site specific action plans to reduce water use
- Delivery against action plans
- Annual reporting on water and cost savings
- Support and advice to participating companies from Envirowise

For further details about the Federation House Commitment, please visit the website at: www.fhc2020.co.uk



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