fdf food & drink federation
passionate about food & drink

# FDF Action on Fibre

upp™ freya™

## UPP Freya

### Commitment:

UPP are delighted to join the Action on Fibre Campaign, sharing the view of many others in our industry that collaboration and a partnership approach is the way forward to closing the fibre gap in the UK.

As part of our commitment to the Action on Fibre Campaign and our overall commitment as a sustainable and nutritious fibre ingredient producer, we are continuing our mission to reduce food waste both on and off the field through upcycling the unused parts of vegetables from the existing food supply chain and turning them into sustainable and nutritious ingredients. Our focus is increasing fibre in diets in an affordable way.

### UPP Freya pledges:

- To continue our mission to reduce food waste both on and off the field through upcycling the unused parts of vegetables and turning them into widely used nutritious ingredients with the primary focus of increasing fibre in diets in a sustainable way.
- To work collaboratively across the whole food supply chain to maximise the opportunity to increase fibre in existing products through low-friction reformulation.
- In 2027 we pledge to support food manufacturers and retailers to launch a minimum of 5 widely eaten products delivering an increased fibre content that are nutritious and sustainable.
- To support FDF and the wider FDF community to promote the benefits of consistently eating more fibre from sustainable sources through events across the year.
- To focus on the importance of increasing fibre in meals served in food service settings, specifically hospitals and schools, and pledge to work collaboratively with food service providers in 2027 and beyond to provide access to clean label, affordable and nutritious fibre ingredients. By working collaboratively with our industry partners, we will increase fibre content and improve the nutritionals value of menu choices for all.



Registered office as above. Registered in London with limited liability. Certificate of Incorporation no. 210572. VAT number: 761253541. The Food and Drink Federation seeks to ensure that information and guidance it provides are correct but accepts no liability in respect thereof. Such information and guidance are not substitutes for specific legal or other professional advice