

YOU PLAY A CRUCIAL ROLE IN ACHIEVING SUSTAINABLE CONSUMPTION AND PRODUCTION



SUSTAINABLE DEVELOPMENT STARTS WITH YOU



Governments, businesses, consumers, international organisations have a shared responsibility towards sustainable consumption.

Currently a third of all food produced globally is lost or wasted along the supply chains or by consumers. Thus large tracts of land and around 25% of world's fresh water supply is used to grow food that is never eaten, causing around 8-10% of greenhouse gas emissions. To ensure sustainable food systems and improve food security, both businesses and consumers have a role to play: businesses should follow good practices and standards; consumers can make informed, sustainable and responsible consumption choices.

We all need to reduce food loss and waste. Here are some things you can do:

CONSUMERS

- use your right to accurate and complete information about goods
- learn about the impact of your consumption on the environment
- buy only what you need
- freeze surplus fresh produce
- take restaurant leftovers home
- look for recipes to use up foods at home

TRADERS AND RETAILERS

- handle products carefully
- ensure ordered volumes are well planned
- improve logistics to shorten transport times
- store and display products at the appropriate temperature
- avoid campaigns encouraging consumers to buy more than they can eat
- find ways to use, donate or sell damaged or suboptimal products on time
- measure food loss and waste
- roll out FeedUp@UN



CONSUMERS AND TRADERS CAN BE DRIVERS OF CHANGE AND DECISIVELY CONTRIBUTE TO AVOID AND REDUCE FOOD LOSS AND FOOD WASTE



For more information:

The [United Nations Guidelines for Consumer Protection](#) comprise the main characteristics of effective consumer protection legislation, policies, and enforcement institutions.

[UNECE Code of Good Practices: reducing food loss in handling fruit and vegetables.](#)

[FeedUp@UN](#) – a digital blockchain-powered solution designed by UNECE for identifying, quantifying, and tracing the food that disappears along supply chains