PRODUCTION TO CONSUMPTION REVIEW

A Production to Consumption review is a collaborative project, segmenting a supply chain from production through to the end consumer, to identify, measure and address food waste hotspots.

Background and Aldi's Approach to Production to Consumption Reviews
Aldi is a signatory to the Uk Food and Drink Pact, with a target to reduce food waste by 50% by 2030 from farm to fork. Aldi has reduced its food operational food waste by 72% since it began measuring in 2017 and has set a stretch target to reduce this by 90% by 2030.

In order to meet the wider objectives of the Pact, Aldi's is increasing focus on supply chain waste through collaboration with suppliers. Production to Consumption Reviews provide the perfect opportunity to identify and address waste hotspots from farm to fork.

The Aldi Approach

Step 1
- **Identify Products or Suppliers with High Supply-Chain Waste based on WRAP Guidance**

Step 2
- **Select a Redistribution Partner in agreement with the Supplier**

Step 3
- **Conduct a joint visit to a supplier's farm and/or manufacturing sites to identify waste hotspots**

Step 4
- **Identify commercial opportunities with suppliers and for redistribution opportunities to the selected redistribution partner**

Step 5
- **Visit Aldi Store to determine waste hotspots & packaging issues and identify potential improvements**

Step 6
- **Review opportunities to improve messaging on pack, leftover recipes and inclusion of the product in consumer campaigns to reduce waste**

PUMPKINS

Aldi, KJ Cursons and The Bread & Butter Thing engaged in a collaborative project to review the pumpkin supply chain from ‘farm to fork’.

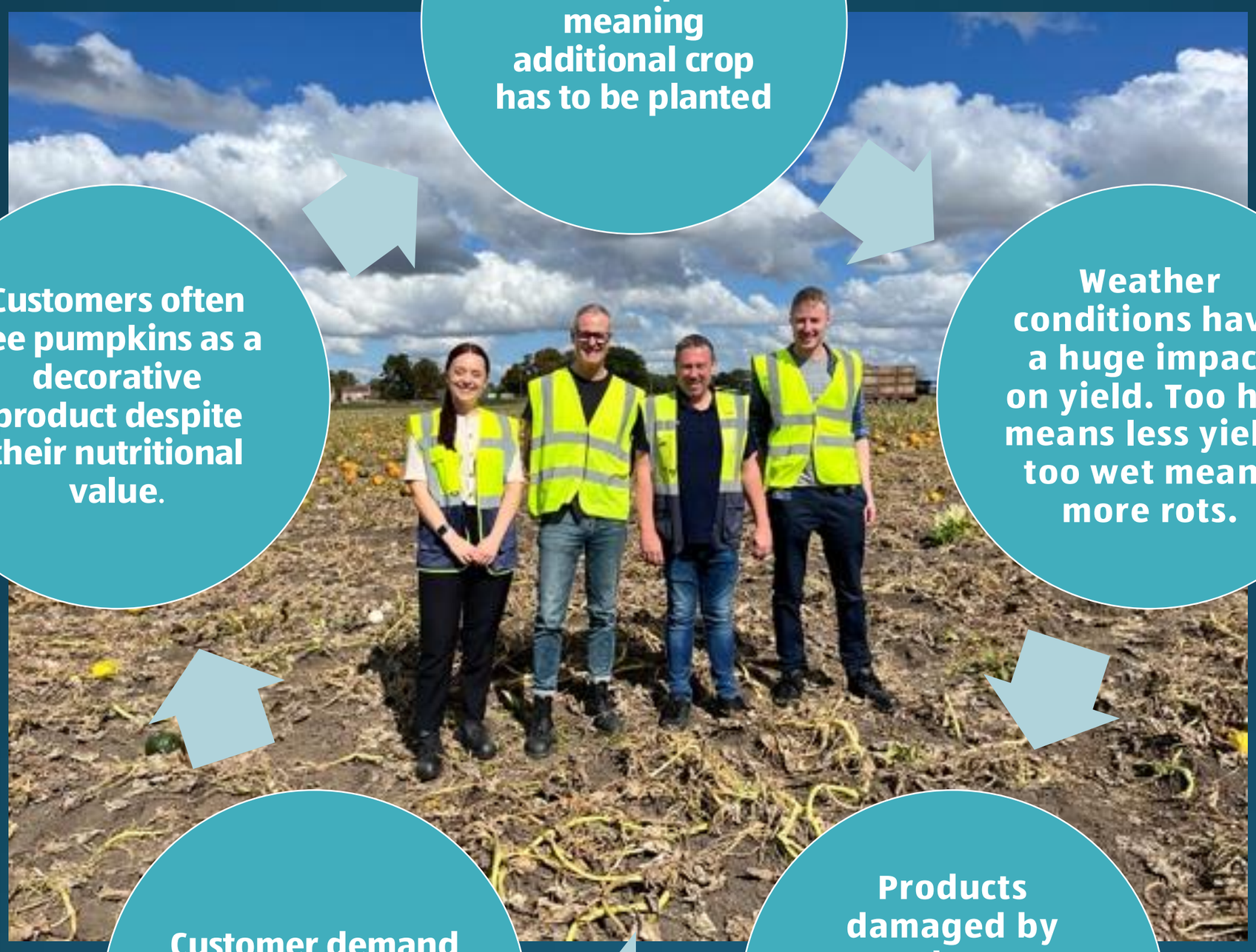
Pumpkin Waste Hotspots

Consumer Demand

Demand is difficult to predict meaning additional crop has to be planted

Consumer Waste

Customers often see pumpkins as a decorative product despite their nutritional value.



Farm Growing Conditions

Weather conditions have a huge impact on yield. Too hot means less yield, too wet means more rots.

Store Waste

Customer demand mismatch to supply can lead to waste in Store

Handling & Storage

Products damaged by weather can cause rot/mould to spread in storage and transport.

PUMPKINS

Outcomes of the Pumpkin Production to Consumption Review

High pumpkin wastage at all stages of the supply chain means, that there are significant opportunities to reduce waste through redistribution partnerships, promotional activity in store & consumer education.

This collaborative review between Aldi, a key pumpkin supplier - K J Curson, and The Bread and Butter Thing (TBBT) demonstrates how effective management of surplus can be achieved through proactively engaging with growers, coordination with Aldi Buying teams and distribution centres and logistical planning with a redistribution partner. The project successfully:

- Redirected large-scale edible surplus to families who need it
- Prevented waste across the supply chain
- Strengthened grower, retailer, and community partnerships
- The initiative demonstrates the powerful impact of aligned values and collaborative planning within UK agriculture and food redistribution

Redistribution

Aldi has been strengthening its relationship with TBBT since 2023 to redistribute surplus from supplier sites and Aldi Regional Distribution Centres.

Aldi Buying teams identified early instances where pumpkin surplus was available at supplier sites for TBBT to redistribute within their network. Through planning between TBBT and KJ Curson, a cut-off date of 28th October was identified, when all of KJ Curson's customers have placed their final orders for Halloween. From this date, TBBT began collecting surplus in returnable crates. In total TBBT was able to recover **40 tonnes / 95,240 meals for their members.**

In 2026, Aldi plans to expand its collaboration with all pumpkin suppliers to maximise the redistribution of surplus pumpkins to TBBT.

Stores

Aldi's Buying team maximise sell through of pumpkins by making appropriate pricing reductions throughout the pumpkin season based on remaining stock levels. A final promotional offer was enacted on Halloween to reduce remaining pumpkins to 1p, effectively giving away pumpkins to customers to prevent waste.

Stores monitored quality of pumpkins and remove any damaged to prevent further degradation. Any less than perfect pumpkins still fit for human consumption are donated to a local charity partnered with the Store. Stores also add a yellow sticker to all of the top 10 waste lines to draw staff attention to the product so extra attention can be taken with the product.

Consumer Waste

To ensure that pumpkins were valued as nutritious food rather than exclusively as seasonal decoration, TBBT delivered a coordinated communications effort, including:

- **Recipes** for pumpkin soup, pumpkin pie, and a range of healthy meal ideas
- **Printed flyers** distributed at hubs
- **Social media and community communications** promoting health benefits and creative culinary uses.
- Aldi supported with interactions on its social media channels and recipes on its website.

A coordinated approach to consumer / charity member engagement helped to increase knowledge of this underused ingredient.