



BRASIL SEM DESPERDÍCIO

Team Map | Core

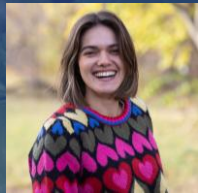
PROJECT LIDER



Luiza Soares

Activity related to stabilising the operational front

CORPORATE ENGAGEMENT TEAM



Amanda Berge

Relationship with private sector, including representative associations



Ana Carolina Bergaria

Relationship with private sector, including representative associations



Daniela Teston

Corporate Relationship Strategy

GOVERNMENT & PARTNER RELATIONS



Luiza Soares

Articulation with the public sector, civil society and academia

COMMUNICATION



Fabiola Mattos

Socio-environmental Communicator

LEGAL



Raquel Sarinho

Lawyer

BOARD MEMBERS



Beatriz Luz

Consultant with experience in relations with circular economy organizations and government



Lucio Vicente

Consultant with experience in retail and sustainable consumption



Leonardo Lima

Consultant with expertise in the restaurant industry and university partnerships

Map of Faces | WRAP

DIRECTOR OF THE AMERICAS



Leah Karrer
Executive Director for
WRAP Americas

LEADERSHIP IN BRAZIL AND LATAM



Carolina Fernández
International Partnerships
Manager LATAM

OPERATIONAL AND TECHNICAL STAFF



Michael Jones
Senior International
partnerships manager
Global



Erin McCluskey
Food program delivery
manager for the
Americas

COMMUNICATION



Alison Lawley
Senior marketing partner specialist



John Eaglesham
Project Manager for
Ballmer project



Caroline Conroy
Senior Specialist Food
Team



Scenario

Food loss and waste (FLW) is a global challenge with significant financial and environmental impacts. Addressing this issue is crucial, particularly in the food sector.



**Sustainability
of the planet efficiency and
resilience of companies**

Brazil **has great potential for impact**, driven by a favorable political environment and the growing focus on the country, host of the G20 in 2024 and COP30 in 2025.



7th largest country in population and 9th in GDP, Brazil stands out as one of the largest agricultural suppliers in the world



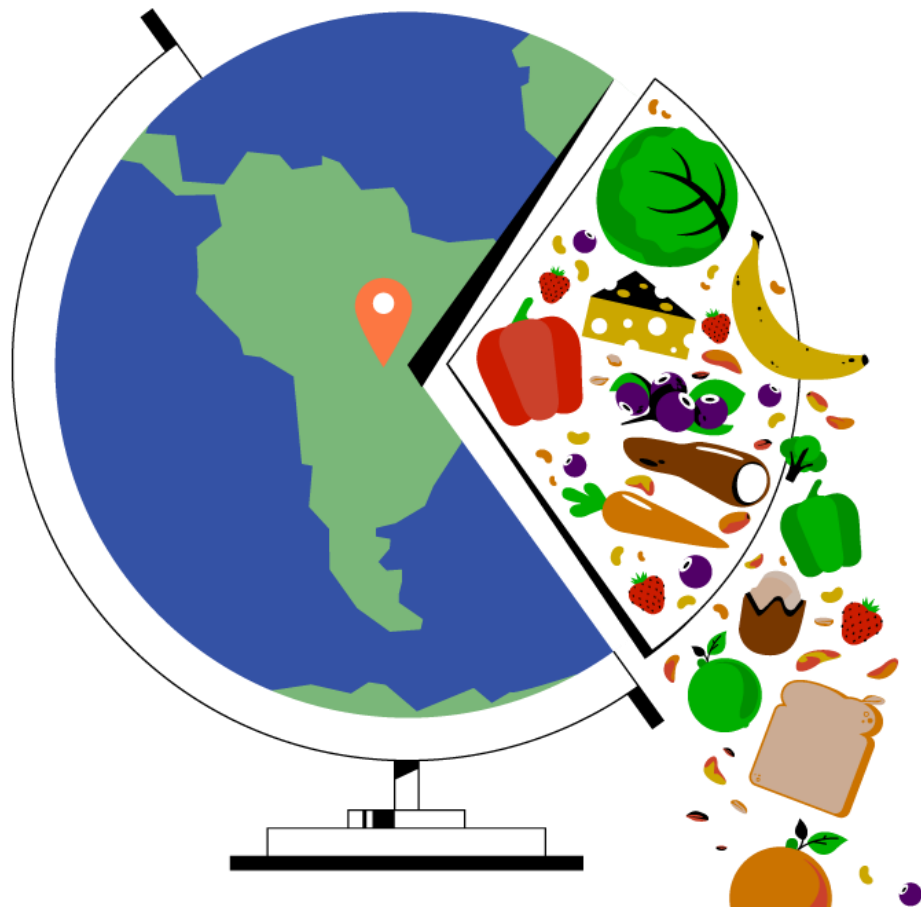


Illustration: Guilherme Henrique/Laboota

Brazil wastes approximately
30% of the food in the
entire production chain
each year.

WHICH EQUALS

55
MILLIONS
TONS

Source: IBGE (Brazilian Institute of Geography and Statistics) and FAO
(Food and Agriculture Organization of the United Nations)



OR ABOUT

275

**MILLIONS OF
REFRIGERATORS
FULL OF FOOD**

RESULTING IN A LOSS OF



61,3

**BILLION
OF REAIS**

Source: IBGE (Brazilian Institute of Geography and Statistics) and
FAO (Food and Agriculture Organization of the United Nations)

64 million Brazilians have restricted access to food

NEAR

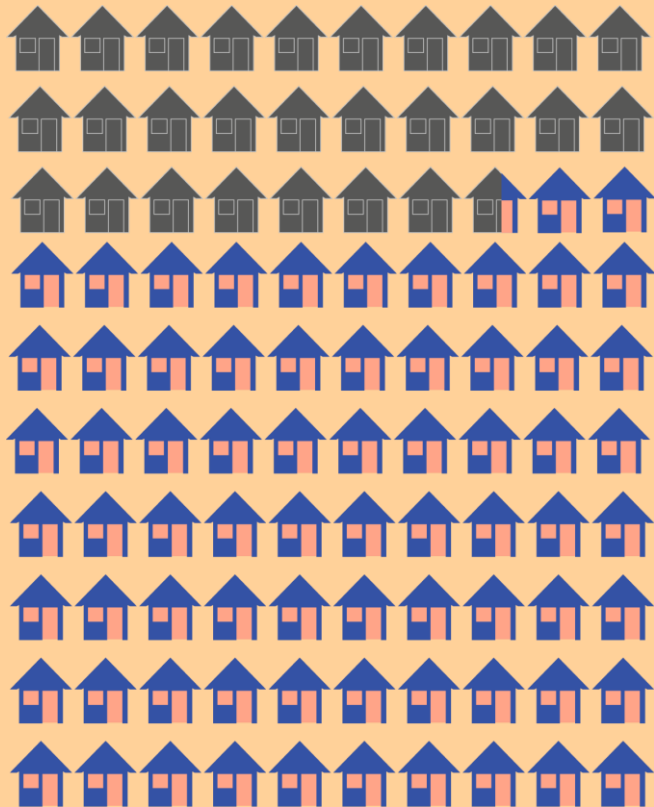
27,6%

HOUSEHOLDS

AND MORE THAN

8

MILLIONS
FACE
MALNUTRITION



Source: IBGE (Brazilian Institute of Geography and Statistics) and FAO
(Food and Agriculture Organization of the United Nations)



Although there
was an **85%**
reduction in
severe food
insecurity
between 2022 and
2023, we remain
on the Hunger
Map, with

14,3

MILLIONS
PEOPLE

Why is FLW an important topic?



FINANCIAL IMPACTS

It leads to losses in raw materials, production, storage and disposal, directly affecting profitability



ENVIRONMENTAL AND REPUTATIONAL RISKS

Contributes to greenhouse gas emissions and the depletion of natural resources



REGULATORY PRESSURE

Anticipation for mandatory reporting is increasing, making proactive preparation a competitive advantage



CONTRIBUTION TO GLOBAL GOALS

Its reduction is a key goal of SDG 12.3 and the Global Methane Pledge, reflecting a commitment to a sustainable future



PARTICIPATION IN THE FIGHT AGAINST HUNGER

When it is not possible to avoid FLW, redistribution becomes an opportunity to strengthen food security

Who we are



The **Waste & Resources Action Programme** is a global environmental action NGO that works to transform the systems that generate food, textiles and manufactured goods to create a Circular Economy, through voluntary agreements.

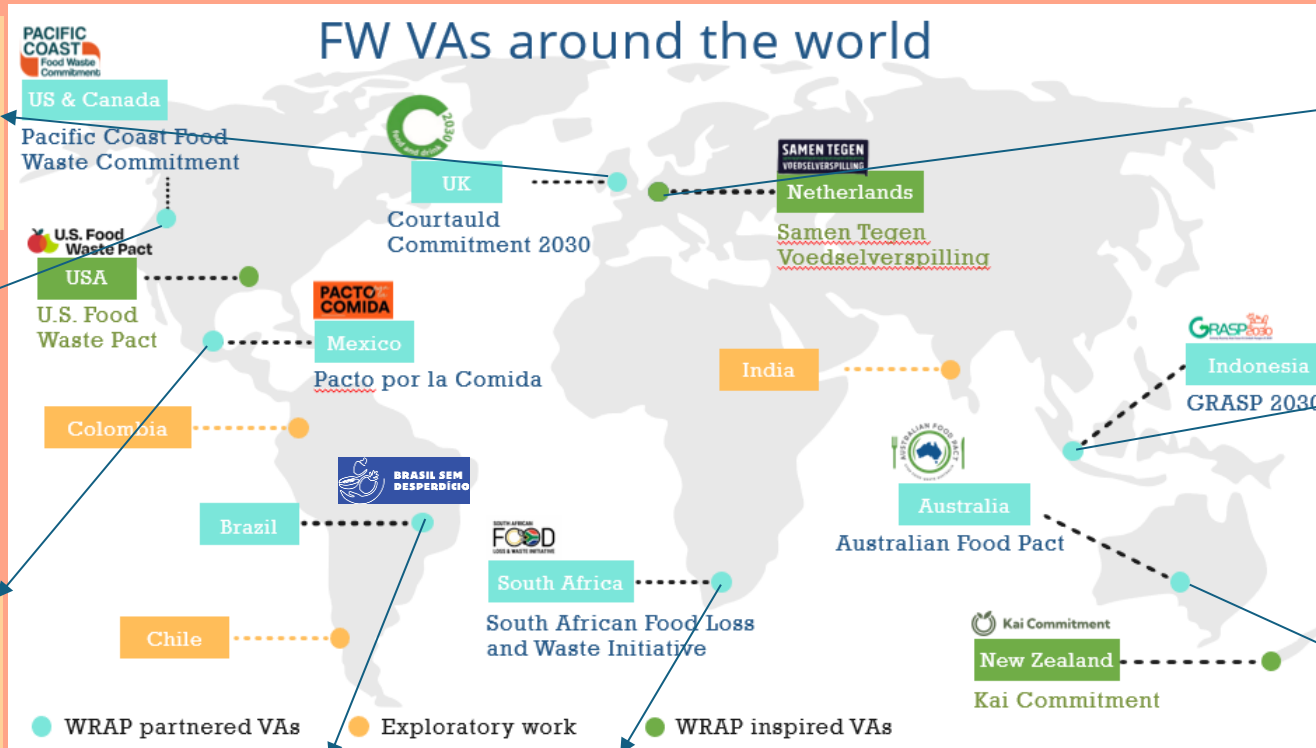


WWF-Brazil is a Brazilian NGO that works with partners from civil society, academia, governments and companies across the country to combat socio-environmental degradation and defend the lives of people and nature. We are connected in an interdependent network that seeks urgent solutions to the climate emergency.

**Created in 2024, the
Food Pact Network
connects initiatives
to accelerate
practical action and
protect the future of
our food system**

And WWF-Brazil was chosen to lead the implementation of the program in the country, **Brasil sem Desperdício**.

Some Results | Food Network



Between 2007 and 2021, food waste in the UK reduced by 26 kg/person/year, (18.3%)

Food waste has fallen by 17.4% in the retail sector since 2018

Rates of unsold food in supermarkets have decreased by 28% since 2019

6 tons of food surplus rescued through technology

300 thousand kg of food donated and redistributed through AV since 2022

15 million tons of food waste Reduced (28%)

Brazil in development with launch in October 2025

More than 100 value chain signatories committed to the methodology (TMA)

More than 500 institutions around the world committed to tackling the loss and waste of food (FLW)



BRASIL SEM DESPERDÍCIO

It arises to build a **collaborative environment** between government, companies, civil society organizations and academia, through a Voluntary Agreement (AV) to achieve goals for prevention and reduction of FLW, respecting the national context.





Awareness plan for employees and consumers



Data and Evidence Production (TMA)



Access to thematic working groups for building solutions (WGs)



Space for exchanges / forums in a collaborative and pre-competitive multi-sector environment



Space for negotiation for public policies in favor of the theme



Participation in meetings and Promotion of commitments: articulation Integrated and multisectoral



BRASIL SEM DESPERDÍCIO



Contribution to meet regulations, anticipate market demands, and align to initiatives such as the 2030 Agenda.



Access to international FLW measurement methodologies



Access to benchmarks with international best practices



International recognition as a mobilizing company

Focus Areas



**BRASIL SEM
DESPERDÍCIO**



**Data and Evidence
Production (TMA)**



**Prevention of FLW along
the agri-food chain**



**Consumer education and
awareness**



**Recruitment and
engagement**



**Food redistribution and
donation**



**Innovation and
technology at scale**



**Governance and
Intersectoral
Collaboration**

The VA facilitates the adoption of international standards for data reporting by companies, using the Target Measure Act (TMA) methodology.

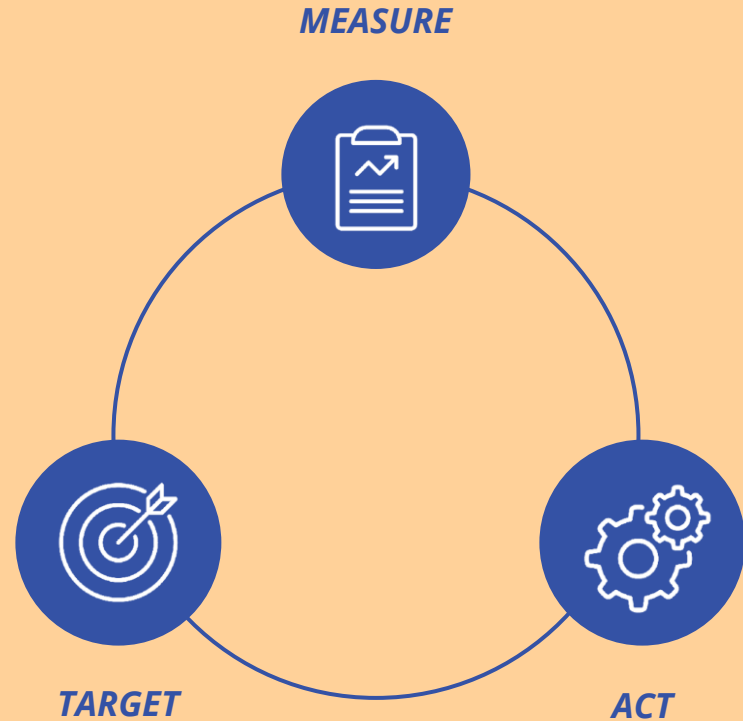
TMA enables data collection and implementation of actions to reduce FLW



Brasil sem Desperdício with implementation of the TMA is a step that helps the success and sustainability of companies

Target Measure Act (TMA)

It is a cycle of **continuous improvement, simple and effective**, which empowers companies to reduce waste in their operations and value chain



Benefits of adopting BSD

By joining **Brasil Sem Desperdício** and implementing TMA with support from WWF-Brazil and WRAP, your company will benefit from:

1

OPERATIONAL EFFICIENCY AND COST REDUCTION

Identify bottlenecks and inefficiencies in the value chain, with actions that lead to significant savings in operational costs

2

STRENGTHENING REPUTATION AND BRAND

Demonstrate a genuine commitment to sustainability, building trust with consumers and stakeholders, and strengthening brand image.

3

CONTRIBUTION TO GLOBAL AND NATIONAL GOALS

Position yourself as a leader in the pursuit of a more **sustainable food system by actively contributing** to the achievement of SDG 12.3 and FLW reduction targets.



4

**EXPERTISE AND
RESOURCES
FROM WWF-BRAZIL
AND WRAP**

Identify bottlenecks and inefficiencies in the value chain, with actions that lead to significant savings in operational costs

5

**NETWORKING AND
COLLABORATION**

Connect with other committed companies through the **Food Pact Network**, sharing learnings and exploring opportunities for collaboration, as well as working with academia and government.

6

**RECOGNITION AND
VISIBILITY**

Have your company recognized for its **commitment and progress in reducing FLW** through Brasil Sem Desperdício.

Join the Brasil sem Desperdício!

The time to act is now. Take the next step towards a more efficient and sustainable future for your company:



1. SIGN UP IN BRASIL SEM DESPERDÍCIOS

Demonstrate your public commitment to reducing food loss and waste. Learn more [HERE](#)



2. IMPLEMENT THE TARGET MEASURE ACT CYCLE

Start setting goals, measuring your FLW, and implementing concrete actions across your operations and value chain.



3. USE WRAP'S TOOLS AND GUIDELINES

Access WRAP's resources and support for guide your journey.



4. START MEASURING AND REPORT

Use the Data Capture Sheet and share your data with WWF-Brazil and WRAP through AV Brasil Sem Desperdício to monitor your progress and contribute to the big picture.



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Conclusion

Joining Brasil sem Desperdício and implementing the Target Measure Act are not only environmentally and socially responsible actions, but also **strategic decisions that drive efficiency, reduce costs, and strengthen your brand.**

Join hundreds of companies that are already reaping the benefits of a structured approach to reducing food loss and waste.

WRAP and **WWF-Brazil** are in Brazil to support you every step of the way!

Contacts

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A top-down view of a person's hands holding a mesh bag filled with fresh vegetables. The bag contains a yellow bell pepper, two heads of broccoli, a head of lettuce, and several cherry tomatoes. The hands are positioned at the top of the bag, holding the edges. Surrounding the bag on a white surface are various other fresh produce items: lemons, cucumbers, a green pepper, corn cobs, mushrooms, carrots, and leafy greens. The entire image has a light blue overlay.

Thank you