



CORONATION  
FOOD PROJECT  
EST.2023

# First Anniversary Impact Report

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*November 2024*

# From surplus to sustainable - a year of extraordinary progress

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*It is estimated that 25% of all food in the UK is wasted. At the same time, so many families are really struggling to make ends meet. So, when the Coronation Food Project was launched just a year ago, we knew there wasn't a moment to waste.*

Our partners The Felix Project and FareShare were already working with thousands of grassroots organisations to save, circulate and serve surplus food. But, with many more community groups on the waiting list, we knew there was so much more to do, and we needed to seize any opportunities available. The Coronation Food Project, inspired by His Majesty The King, was created to re-imagine our supply chains and fundamentally reduce food waste. By working together with the food industry, we aim to solve two problems at once: tackling waste and reducing hunger.

The project was launched by The King and Queen on November 14th 2023 at the SOFEA food distribution hub in Didcot. Twelve months on, we are delighted to report significant and tangible progress towards achieving our goals. This is a direct result of the incredible efforts of people from across different sectors. From our landmark food industry initiative, which is unlocking additional sources of food, to our grassroots small grants, we're already making a difference for communities across the UK.

As this Impact Report shows, more than £15 million has already been raised; 940 tonnes of additional surplus food has been rescued and 1,900 tonnes more donated; £715,000 has been circulated in grants;

and on the first anniversary of the project, we are officially opening our first two Coronation Food Hubs in Merseyside and South London. This progress is only possible through the tireless commitment of every partner and supporter who has stepped up to meet this challenge. We are indebted to Dori Dana-Haeri, Chair of our Development Committee, and every donor and supporter who has contributed to the project.

Together we are starting to transform the UK's food system, from surplus to sustainable. And, at the same time, helping families and community groups to access the food and support they need to make their own futures more sustainable.



**Baroness Louise Casey  
of Blackstock CB DBE**  
Founder



**Dame Martina  
Milburn DCVO CBE**  
Executive Chair



## Our Aims

Inspired by His Majesty King Charles III, the Coronation Food Project aims to create a fairer and more sustainable future by:



**Saving more surplus food**



**Supercharging food distribution networks**



**Supporting the wider sector with flexible funding**

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*Food need is as real and urgent a problem as food waste - and if a way could be found to bridge the gap between them, then it would address two problems in one.*

*His Majesty King Charles III*



# Saving More Surplus Food

*On November 14th 2023, senior leaders from the UK food industry came together to sign an historic pledge in support of the Coronation Food Project.*

It committed major supermarkets and food manufacturers to join FareShare and The Felix Project's innovative scheme to save and circulate even more surplus food to charities nationwide.

Since then, with the support of the IGD, the industry has mobilised around a pioneering initiative to create a sustainable, systemic approach to surplus food redistribution across the UK food sector. Crucially, it aims to rescue more surplus closer to the start of the food chain – on farms and in factories – where there is greater under-utilised potential. This includes surplus raw ingredients as well as partially processed and prepared food, including pasta and sauces.

## **The initiative has four priorities:**

- To identify and recover more surplus food: we are working across the food industry to locate high-value surplus food (and other resources) and recover them for redistribution.
- To develop best practice: we are piloting different approaches to operationalise best practice food recovery models at different stages of the production process, so they can be deployed at scale across multiple organisations.
- To recruit partners: we want to create an industry-wide approach that can be adopted efficiently.
- To coordinate funding: we are exploring cross-industry funding activities to unlock finance for the initiative.

The commitment of senior industry leaders to this initiative underscores the sector's dedication to social and environmental responsibility as it not only addresses food insecurity but also contributes to environmental sustainability by reducing greenhouse gases.

The project has already rescued 940 tonnes more surplus food in its first year – equivalent to 2,240,000 meal portions. In addition, through the generosity of partners supporting the project, 1,900 tonnes of food (4.5 million meals) have been donated.

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*The food industry has united to back the Coronation Food Project in an unprecedented manner. The response has been phenomenal, with food supplies reaching the charities we support, from school clubs to community centres. The collective effort is already making a significant difference, and the potential of this initiative is game-changing. If everyone in the food industry joins, the impact would be monumental, unlocking even more significant social and environmental benefits for years to come.*

Sarah Bradbury, CEO of IGD

# Transforming surplus into sustainable support

## *A food rescue story*

The Coronation Food Project showcases how the UK's leading food industry partners are joining forces to address food waste and food insecurity. At the forefront of this effort, M&S and 2 Sisters Food Group launched an ambitious initiative that created one million ready meals from surplus ingredients through their unique 'supplier club'. By mobilising suppliers to contribute surplus ingredients and packaging, M&S and 2 Sisters produced meals including vegetable curry and family-sized pizzas, reaching families nationwide. The success of this program led to a second production run in summer 2024, reflecting the project's growing impact.

Tesco, Samworth Brothers and Bakkavor contributed a variety of essential items, including chicken tikka ready meals, cottage pies and Cornish pasties, all of which help provide nutritious, ready-to-eat options for those in need.

Meanwhile, Sainsbury's partnered with Greencore to create Italian-style meals using efficient production methods, ensuring these affordable, ready-to-eat options are widely available to communities. In collaboration with Cranswick, they have contributed additional resources to sustain the project's reach, making nutritious options more accessible to those in need.



Asda and Morrisons have focused on produce recovery within their supply chains, implementing operational improvements to capture surplus vegetables, including carrots, onions, and potatoes. This approach has allowed both retailers to divert high-quality fresh produce to charitable distribution, ensuring more families can access balanced, nutritious meals.

These industry leaders, along with many other dedicated partners, have built a powerful network that turns surplus into sustainable support. Through their collaborative actions, and with innovative contributions across the food industry, the Coronation Food Project continues to address both food waste and food insecurity, illustrating the impact possible when industries unite for a shared purpose.

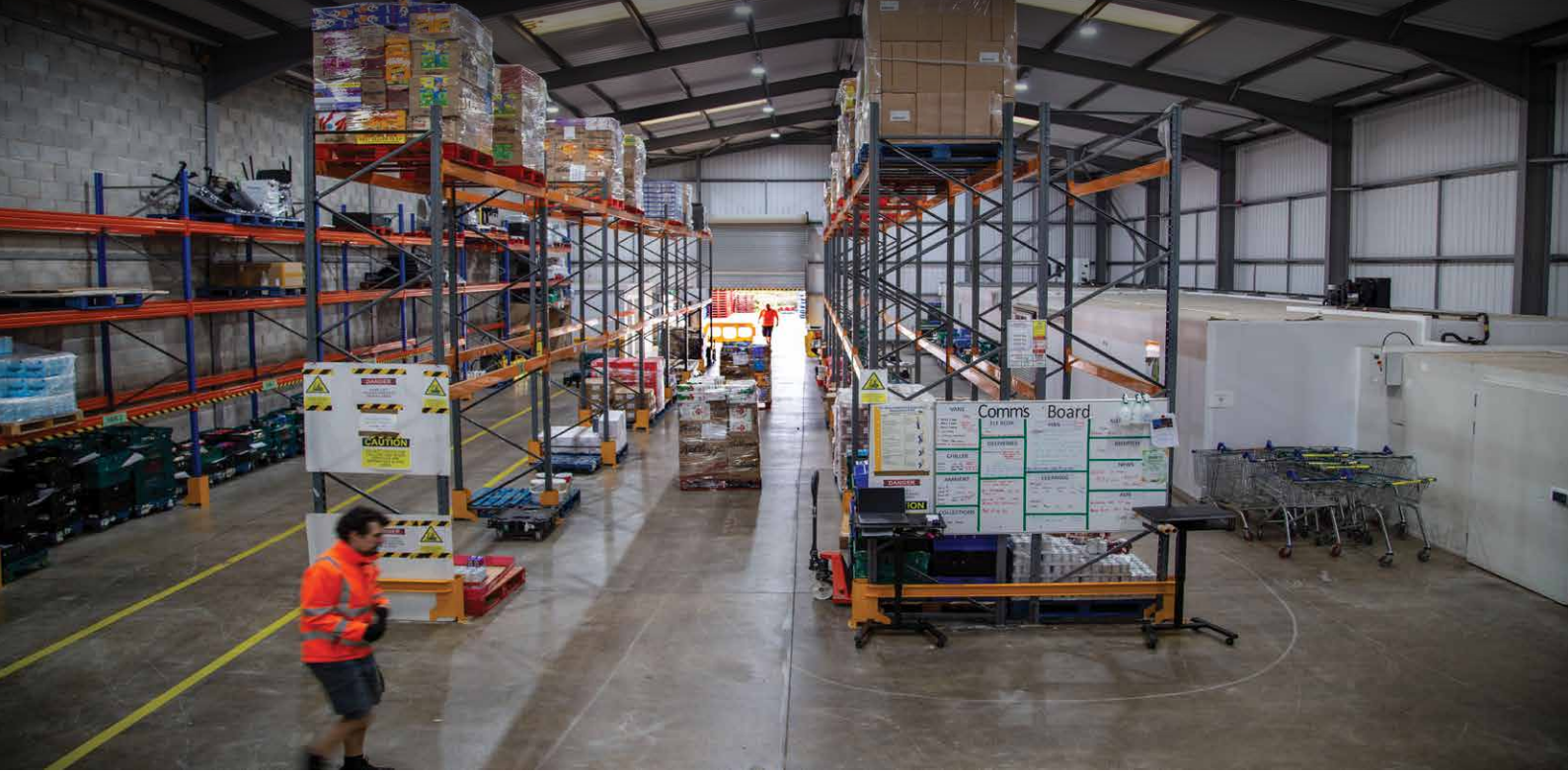


A photograph of two workers in high-visibility yellow vests sorting produce in a warehouse. In the foreground, there are several green plastic crates filled with red bell peppers. In the background, another worker is visible near a table with a 'goldcup' logo. The warehouse has high ceilings and metal shelving units.

# £15m

of funding committed with work underway to secure the additional investment we need to transform this vital infrastructure.





# Supercharging UK food distribution networks

*Rescuing, retrieving and circulating surplus food is already a huge logistical operation.*

Behind the scenes, the FareShare network coordinates the collection and distribution of food resources, connecting fields, factories and foodbanks. But its current capacity is stretched and in order to take advantage of the additional food sources we are working to unlock, we need to boost this key infrastructure.

Through the project, our aim is to create a network of Coronation Food Hubs across the UK, to add significant additional capacity to the sector. Many of them are already small distribution centres and food banks being run by independent charities under the FareShare umbrella. Through additional investment, we plan to add scale and capacity to warehouses, fridges and freezers and fund lorries, vans and drivers.

To date, £15 million of funding has been committed and we are working hard to secure the additional investment we need to transform this vital infrastructure. Our aim is to not only cover the capital costs of the Hubs, but to make a significant contribution to operating costs for their first three years.

Hubs in Merseyside and South London will be officially opened on November 14th 2024 and we aim to open three more in the year ahead.

# The Felix Project's South London Hub

## *A food rescue story*

The Felix Project is London's largest food redistribution charity, supporting more than 1,000 community organisations and schools across the capital, with many more on its waiting list. Its impact is already huge, but a new Coronation Food Hub in South London will transform its ability to save and circulate more surplus.

Through the Coronation Food Project, The Felix Project is raising £12.5 million to build and operate this major new facility in South London, with £4m raised to date and additional £1m pledged. A new depot has already been built which will greatly increase The Felix Project's chilled, frozen and ambient storage. The new freezer, with 400% increased capacity, will significantly improve the charity's ability to preserve more surplus food. A 76% increase in chilled storage will also provide a dedicated chilled sorting area to better maintain the chill chain, further prolonging the life of the fresh produce the charity receives.

The second stage, opening in 2025, will be a food processing unit, enabling the charity to accept an increased amount of seasonal gluts of fruit and vegetables to extend the life and add value to this surplus. The unit will also be able to accept large catering pack sizes and turn them into more manageable formats. The unit will focus on decanting, jamming and saucing, dehydration and frozen prepared vegetables – all foods that are regularly requested by the communities that the charity serves.



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*This is a game-changer for us. The Coronation Food Hub in South London will enable us to rescue and redistribute thousands of tonnes more food and, ultimately, to nourish more hungry Londoners. We are so grateful to our funders and partners for making this possible.*

Charlotte Hill OBE, CEO of The Felix Project



# FareShare Merseyside Hub

## *A food rescue story*

FareShare Merseyside is the region's largest food redistribution charity. Serving an area that includes not only Merseyside but parts of North Wales, the team has distributed the equivalent of over 2.7 million meals to 269 local charities and community groups in the last year.

The move to a new, larger Coronation Food Hub in Knowsley marks a significant expansion in FareShare Merseyside's operational capabilities across the region in response to growing demand. Thanks to generous donations from supporters through the Coronation Food Project, it has been made possible.

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*Opening a larger site, with greater capacity, is going to make a huge difference, and we're enormously grateful to all our partners who have helped bring this project to fruition.*

*The new Coronation Food Hub will help us deliver more social impact across Merseyside. We will use employability and training programmes, training kitchens, and redistributing surplus food that is harder to access to strengthen communities across the region.*

*Kris Gibbon-Walsh, Interim CEO of FareShare*

The new site will allow the team to distribute a wider variety of food, including fresh produce, frozen and chilled items, and ambient food, via regular regional deliveries. Alongside increased capacity, the move will see improved resources, including on-site kitchens and greater efficiency in receiving and distributing food, helping reach more communities in need.



## Supporting the wider sector with flexible funding

*Across the UK, thousands of community organisations are actively involved in saving and circulating surplus food, and many of them are struggling with unprecedented levels of demand.*

In recognition of their vital role in support of the Coronation Food Project's goals, to date, £715,000 has been awarded by King Charles III Charitable Fund (KCCF) to 33 charities working in some of the most deprived parts of the country.

The grants awarded will directly enable over 640 tonnes of food waste to be rescued. So, more than 95,000 people facing food hunger including children, the homeless and displaced, the elderly and other vulnerable community members will be provided with access to nutritious food and meals. Grant funding is also supporting food charities to improve coordination with retailers and restaurants, provide education and information on nutrition and cooking, and support the development of community vegetable gardens.

A large grant to the Trussell Trust has provided vital support to its network of over 1,300 foodbanks across the UK, which last year distributed more than 3.1 million emergency food parcels – the highest number in its history. Funding from the Coronation Food Project has helped fund essential costs such as fuel for delivery vans, utility bills and warehouse costs to keep food banks running.

# £715k

**has been raised by the Project and awarded by King Charles III Charitable Fund (KCCF) to 33 charities**

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*Thanks to the hard work of committed individuals mobilising efforts within their local communities, real change is happening and inspiring further action. Community-based organisations across the UK are making a crucial difference to tackle food waste and food insecurity and I'm delighted that we are able to support some of them through the Coronation Food Project.”*

Nikki Jeffery, Executive Director of KCCF



# East Belfast Mission

## *A food rescue story*

The Coronation Food Project is supporting East Belfast Mission's food poverty projects, including a daily community fridge. The Mission is based in an area where over 40% of working age people are economically inactive and struggle to access opportunities. More than 230 people come each week to collect high quality fresh surplus produce from a range of supermarkets which would otherwise go to waste.

The community fridge works in tandem with two community pantries in the area and aims to provide fresh food which complements the more

traditional community pantry offering of store cupboard essentials.

The Mission is currently expanding its capacity by building a large walk-in fridge, which will enable it to rescue more surplus food and keep it fresh for longer.

The Mission provides a friendly and welcoming environment and works hard to deliver a range of projects and wraparound services, helping people to access the support that they need, across multiple challenges.

# Thank you

The Coronation Food Project is being made possible through the generous support of philanthropic organisations and individuals. To date, £15 million has been raised and our Development Committee is working hard to secure additional funding.



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*His Majesty's vision for the Coronation Food Project has been a huge inspiration. I was honoured to be able to take on the challenge to make it a reality. Across the nations of the United Kingdom, I have had the support of donors who have stepped up to the challenge and are giving back to their communities, reducing waste, food poverty and making a real tangible difference.”*

*Dori Dana-Haeri, Chair of the Coronation Food Project Development Committee*



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Felix | THE  
FELIX  
PROJECT



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## How the project is managed

The Coronation Food Project was inspired by His Majesty King Charles III and is led by Executive Chair, Dame Martina Milburn DCVO CBE with the support of an Advisory Board. The key partners are King Charles III Charitable Fund, FareShare, The Felix Project and the IGD.

The Project's Founder is Baroness Casey of Blackstock CB DBE who is also a Trustee of KCCF.  
The members of the Advisory Board are:

**Baroness Louise Casey of Blackstock CB DBE**  
**Nikki Jeffery**, Executive Director of KCCF  
**Dori Dana-Haeri**, Chair of the Development Committee  
**George Wright**, Special Advisor at FareShare  
**Charlotte Hill OBE**, CEO of The Felix Project  
**Sarah Bradbury**, CEO of IGD  
**Rajat Dhawan**, CTO at Soho House  
**Paul Brown**, Communications Adviser  
**Pooja Shah**, Project Manager

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## Contact

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