

# PRIORITISING PREVENTION

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Rescued Limited + Upcycled United

# Getting to the top of the Food Waste Hierarchy

Less waste. More value. A better, more sustainable food future.



Prevention first  
Designing out waste  
and minimising impact  
from the start.



Value for people,  
communities  
and the planet.



Stronger systems.  
Stronger economy.  
Stronger future.



Accelerating  
New Zealand's  
circular economy  
transition.



UN Sustainable Development Goal 12.3

# HALVE FOOD WASTE

— BY 2030 —

Adopted by New Zealand government,  
industry, and global partners



# WHAT DOES THIS MEAN?

THE SCALE  
OF THE CHALLENGE

500,000  
TONNES

OF FOOD MUST BE  
PREVENTED FROM  
BEING WASTED.

THE EQUIVALENT OF  
FILLING WELLINGTON'S  
**SKY STADIUM**  
NEARLY TEN TIMES,  
EVERY YEAR.



Source: Wellington City Council, Stats NZ, NZ Food Waste Baseline

# WHERE DO WE START?

**OVER 50% OF NZ's TARGET  
COMES FROM JUST TWO COMMERCIAL  
STREAMS**

## **Bread & Produce**

The opportunity is concentrated which means it's solvable.

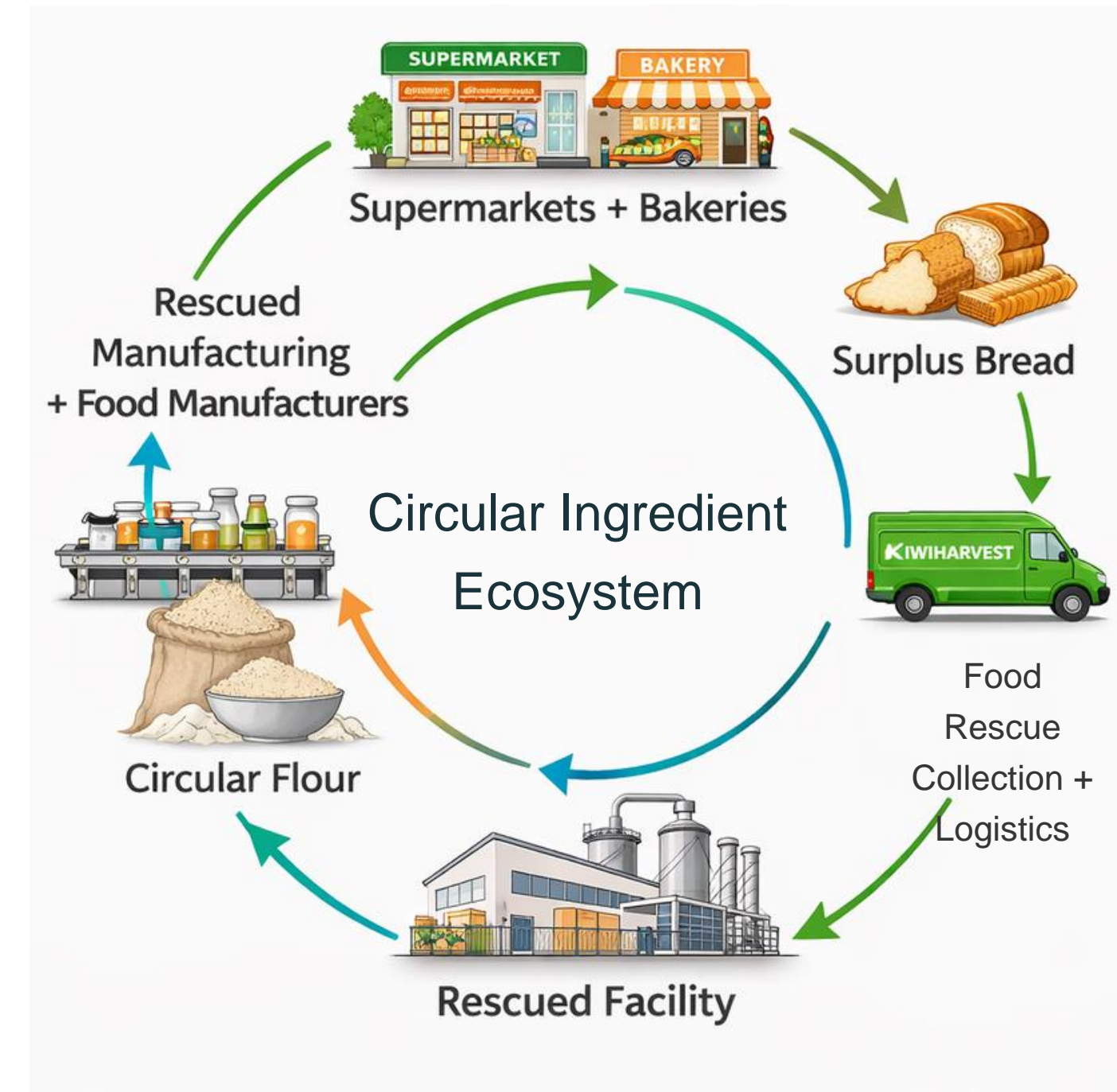
This work sits within Upcycled United. A Rescued-led, national collaboration across food producers, food rescue, manufacturing, retailers, Government, academia, infrastructure and technology partners, and customers.

# PRESERVING & VALORISING BREAD & PRODUCE

This only works because it's a coordinated system.

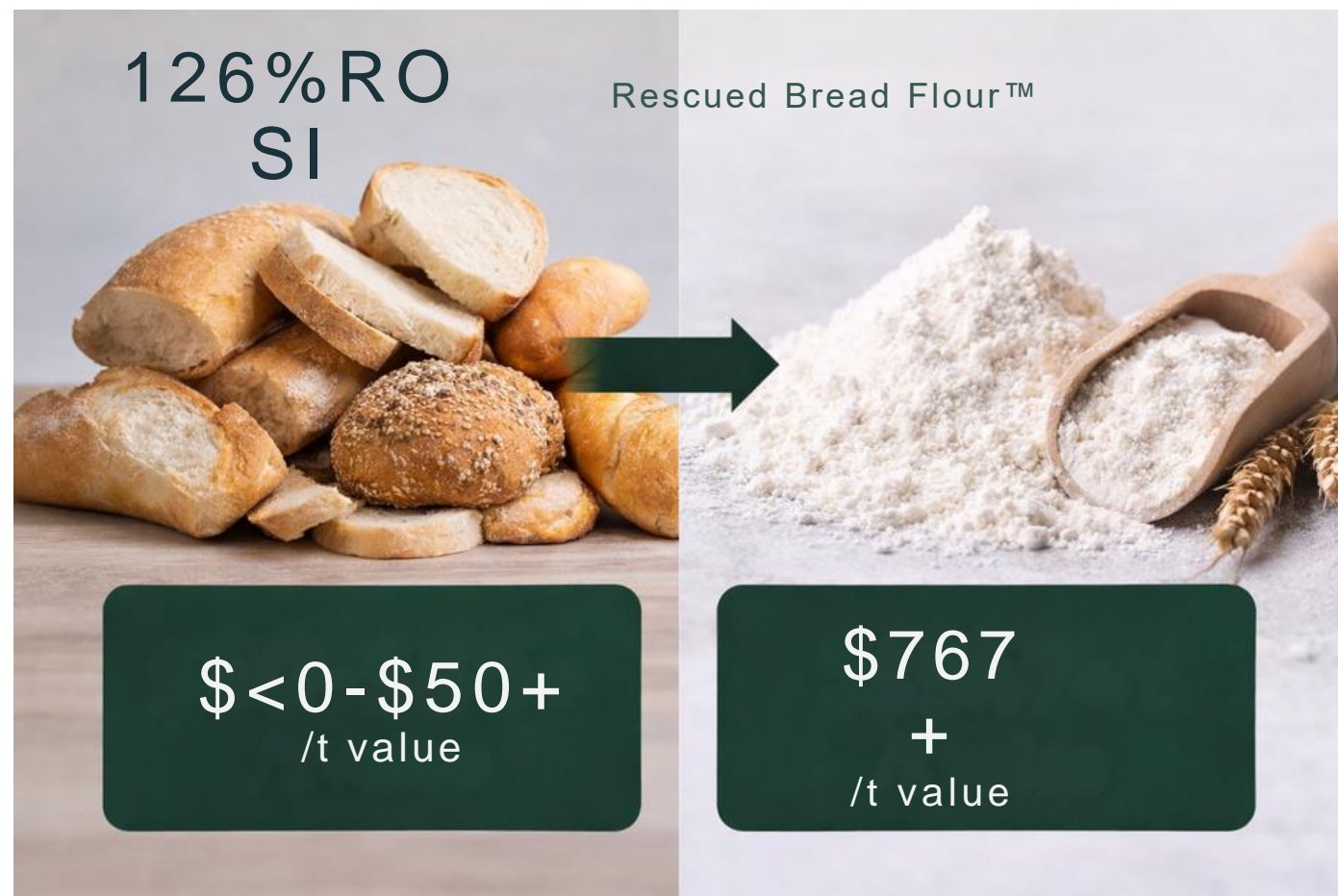
No single organisation can deliver this alone.

- Small Rescued Kitchen facility operating in Onehunga, Auckland - bread + produce
- Scale pilot plant planned Q3 2026 for Auckland NZFINZ (FoodBowl)
- Blueprint for regional hubs
- Digital platform for coordination
- New surplus (produce, by-products, manufacturing loss)
- New markets (beverages, nutraceuticals, cosmetics, bio-ingredients)



# NEW INNOVATION - RESCUED BREAD FLOUR™

Rescued Bread Flour™ is made using surplus bread. It is a viable and valuable replacement for traditional wheat flour.



- 57 % less Carbon Emissions
- 98 % less Agricultural Land Occupation
- 99.7 % less Water Depletion
- Functional performance benefits
  - shelf-life extension
  - freeze-to-thaw
  - moisture

Source: Modelled for a large bread manufacturing company

Source: Auckland University Lifecycle Analysis

**OUTSTANDING**  
2026  
**FOOD  
PRODUCER  
AWARDS**  
*with* *Lish*  
**GOLD**



# THE CURRENT STATUS – RESCUED +

## PARTNERS



**50+**

**Active customers**

including Woolworths, Bidfood, Fonterra, Bupa, Accor, Gate Gourmet, Naumi, Voco, SkyCity, Montana Catering Group, Collective Hospitality

**90+**

**Products in Market**

B2B & B2C using Rescued Bread Flour™

**250+**

**Tonnes processed**

real-world manufacturing validation

**10+**

**Strategic partners**

supply, scale & infrastructure

**3+**

**IP assets**

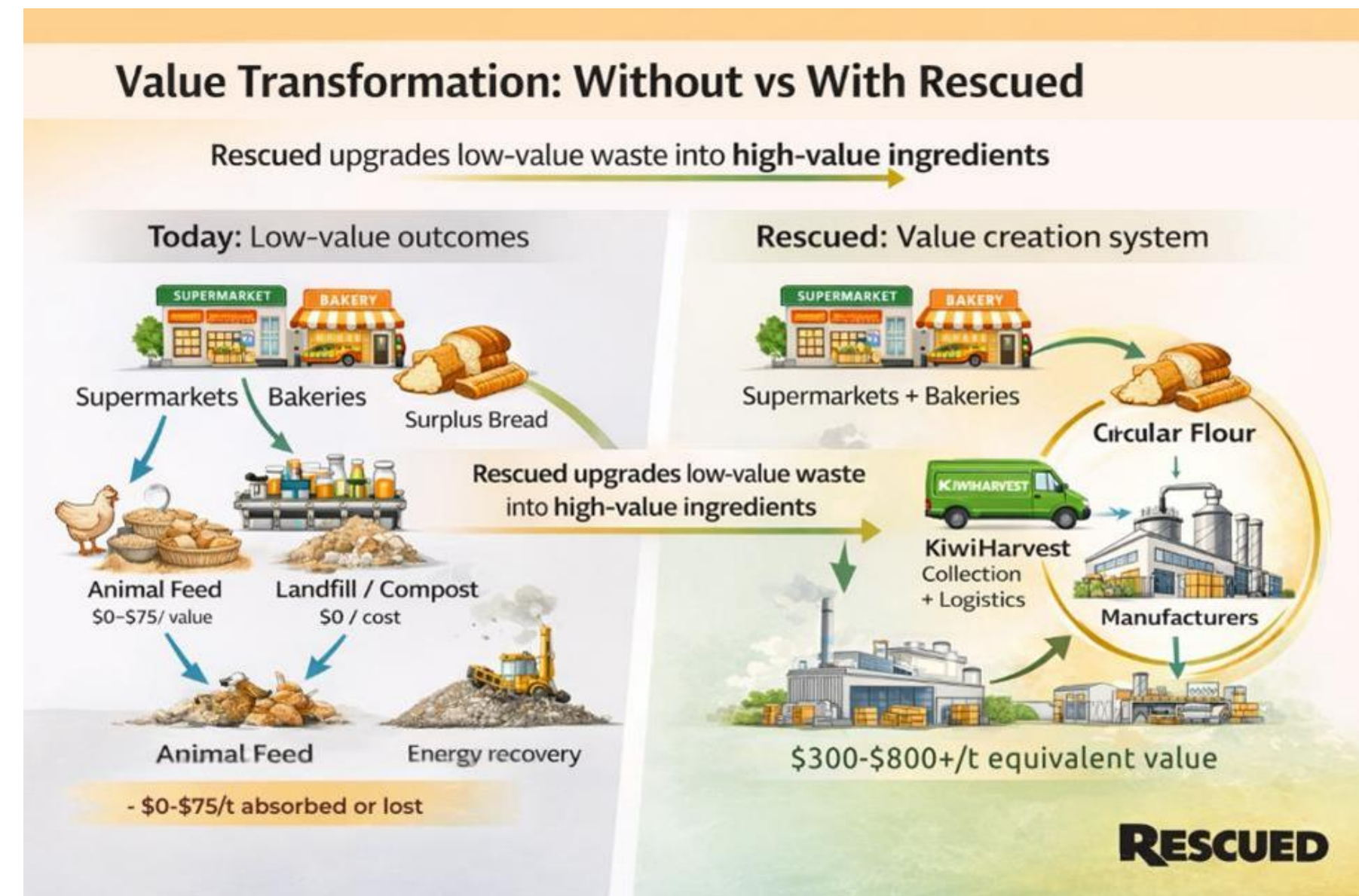
trademarks, trade secrets, patent pathway

# THIS IS HOW WE DO IT AT SCALE

(AFTER DISTRIBUTION TO COMMUNITIES)

This is what product stewardship looks like in practice. Keeping materials at their highest value and best use in the food system.

- Visionary customers driving demand for circular solutions
- Partnerships, IP, and system-wide capability
- Infrastructure, equipment and technology
- Prevention-first action
- Proven manufacturing adoption in-market



# NATIONAL VALUE DELIVERED

Creating value across the system – for today and for the future



## COUNCILS

Reduces pressure on waste systems

- ↓ landfill volumes & costs
- ↓ methane emissions
- Extends infrastructure life
- Aligns with waste minimisation & climate plans



## GOVERNMENT

Delivers on national targets

- Up to **67%** of food waste target
- Supports emissions budgets
- Enables product stewardship in practice
- Measurable, reportable impact



## INDUSTRY

Turns cost into value

- Waste → high-value ingredients
- ↓ disposal costs
- New revenue streams
- Stronger ESG & brand positioning



## ECONOMY

Builds circular infrastructure

- New NZ processing capability
- Regional hub development
- ↓ reliance on imports
- Future-ready food system



UP TO **67%** OF NZ'S FOOD WASTE TARGET ADDRESSED



FROM WASTE



VALUE



INFRASTRUCTURE



# MANUFACTURING PARTNERSHIPS



**FRESH**

RESCUED KITCHEN  
EST. 2017  
yeah, we've been saved!

Made fresh the authentic way

Made with Rescued Bread Flour™!

**remarkable**  
**tortillas**  
now that's a wrap!

Authentic Mexican Tortillas

Made In New Zealand

Handcrafted

Easy to Fold

Handcrafted to a top secret Mexican recipe

[www.REMARKABLETORTILLAS.co.nz](http://www.REMARKABLETORTILLAS.co.nz)

**Content: 12 Tortillas**



# STAKEHOLDER COLLABORATION



# WHEN BREAD & PRODUCE ARE SOLVED

- **UP TO 67%** of the 2030 target is achieved
- **41% - 48%** of commercial food waste is revalued and returned to manufacturing
- **300,000 t CO<sub>2</sub>e\*** avoided plus emissions from imported alternatives

\* Source: Modelled on national estimates of total food waste emissions in New Zealand.

# THE PATHWAY IS CLEAR

- **Councils** — integrate this system into your regional waste solutions
- **Government** — back and scale proven solutions
- **Manufacturers & ingredient buyers** — choose circular inputs
- **Businesses** — turn your surplus into value

Rescued and Upcycled United —  
your partners to deliver it.



**Diane Stanbra**  
HEAD OF GETTING THINGS DONE

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