



# CET

Resilient climate solutions

# Shopping for Sustainability: Hannaford Supermarkets' Efforts in Waste Reduction & Food Donation

## The Goal

To refine and optimize wasted food reduction strategies at Hannaford supermarket, focusing on minimizing contamination and significantly enhancing efforts to donate surplus food to those in need.

## The Solution

In October 2023, CET teamed up with Hannaford in New London, NH, with support from the USDA Rural Utilities Services program, to **enhance its sustainability efforts**. After a waste assessment, CET recommended **expanding the food donation program**, increasing food scrap and recyclables collections, and improving waste sorting. As a result, Hannaford introduced more collection bins and **extended training to all associates**.

## The Results



**50 tons** of wasted food diverted annually



## Hannaford's Commitment to Sustainability

Supermarkets handle massive amounts of food and goods, and unfortunately, much of it often goes to waste—but [Hannaford Supermarkets](#) is proving that waste isn't inevitable. The supermarket chain donates around 25 million pounds of food annually to hunger relief efforts, while also successfully reducing wasted food by over 44%. Additionally, all Hannaford stores have achieved certification as sustainability stewards under the Ratio Institute's Grocery Stewardship Certification Program. The supermarket chain is dedicated to reaching net-zero emissions by 2040 for its own operations and by 2050 across its entire supply chain.

The sustainability initiatives at Hannaford's New London, New Hampshire store are a great example of the company's commitment to waste reduction. At the heart of New London's enthusiasm for waste diversion is their food donation program. Hannaford donates surplus food to local organizations like [Upper Valley Haven](#) to help address food insecurity in its community. To divert non-donatable produce, Hannaford partners with Hopewell Farms to provide animal feed to local livestock. Non-donatable packaged products that cannot be sent to animal feed are processed through Anaerobic Digestion, turning food scraps into energy and fertilizer through a collaboration with [Agri-Cycle](#). It is estimated that this Hannaford location diverts 50 tons of wasted food from the trash annually as a result of its collective efforts. These partnerships not only help reduce waste but also contribute to the circular economy by turning discarded food into valuable resources for local farms.



In October 2023, CET, with funding from United States Department of Agriculture Rural Utilities Services program, began collaborating with the New London Hannaford supermarket to enhance its sustainability initiatives, specifically targeting recycling and food donation efforts. After a waste assessment with a CET Waste Reduction Consultant, CET provided recommendations to refine Hannaford's waste diversion practices. These included extending the food donation program to weekends to further reduce wasted food, expanding food scrap and recyclables collection in employee breakrooms, and improving signage and training for better waste sorting. Additionally, CET recommended expanding the recycling program to include metal and glass and provided suggestions to reduce recycling contamination. Since meeting with CET, Hannaford has expanded its breakroom receptacles to include food scraps and recyclables collection. The supermarket chain has also extended its zero-waste training to all associates, ensuring that employees are equipped to participate in and contribute to the company's sustainability efforts.



To learn more about Hannaford's sustainability initiatives, visit [their website](#) and follow their journey.

If your school, business, or institution would like to implement waste reduction programs, contact the CET hotline for assistance at **(888) 813-8552**, [cetonline.org](http://cetonline.org), or [wastedfood@cetonline.org](mailto:wastedfood@cetonline.org).



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