
Love Food Hate Waste

A close-up photograph of a yellow flower with several buds and open petals, set against a blurred green background. The flower is positioned on the right side of the slide, partially overlapping the text.

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Local Communications

Adviser, WRAP

The food we waste

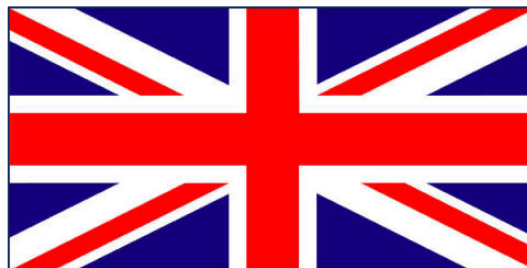
A study of the amount, types and nature
of the food we throw away in UK households



The Evidence Base

- Largest piece of research of its kind ever in the UK, and probably the world.
- More than 2,000 consenting households involved.
- Innovative, objective, multi-method approach:
 - Survey;
 - Kitchen diary;
 - and
 - Waste analysis





6.7 million tonnes



5.6 million
tonnes a year



0.6 million
tonnes a year



0.3 million
tonnes a year



0.2 million
tonnes a year

One third of the food we buy we throw away!

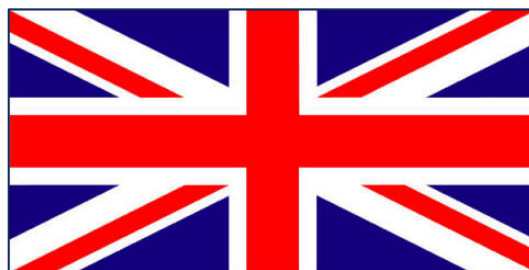
Most could have been eaten, if it had been managed better

stored correctly

used in time

correct quantities cooked





£10.2 billion a year



**£8.5 billion
a year**



**£0.9 billion
a year**

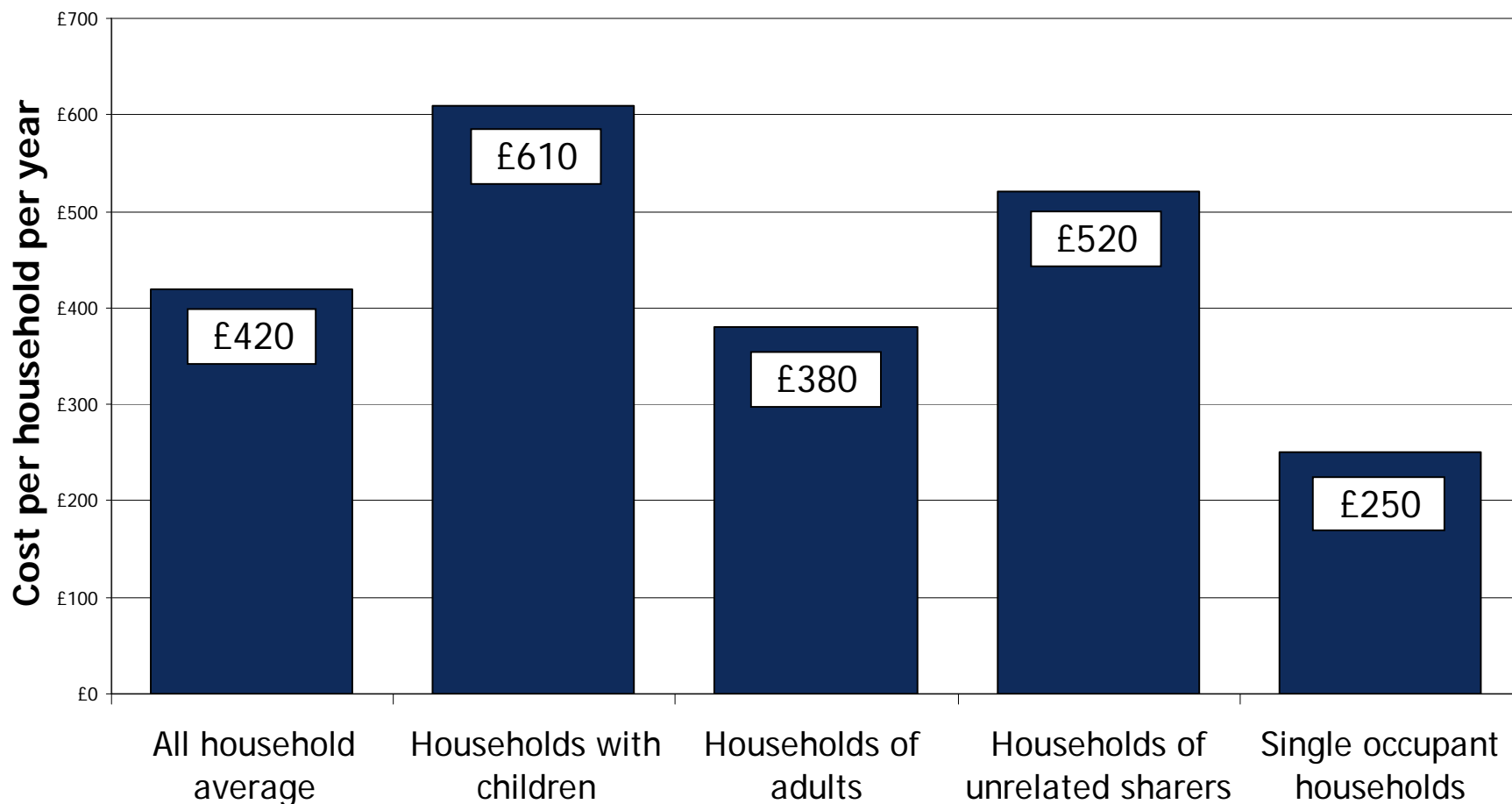


**£0.5 billion
a year**



**£0.3 billion
a year**

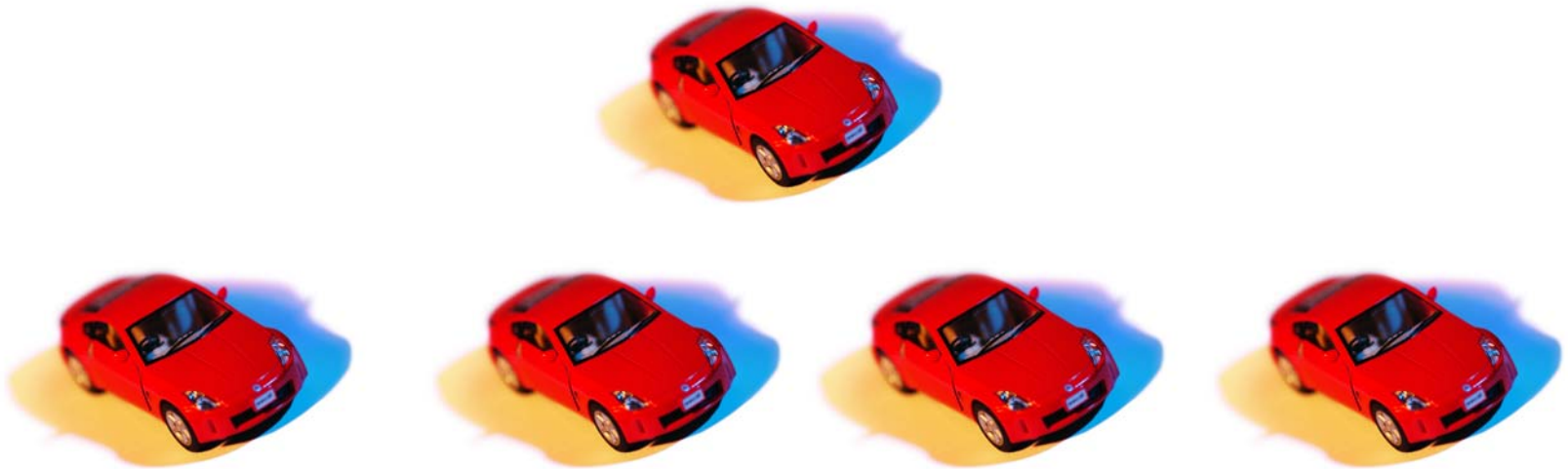
How much can each household save?



**£1 billion costs to local authorities
for collecting and
disposing of the
wasted food.**

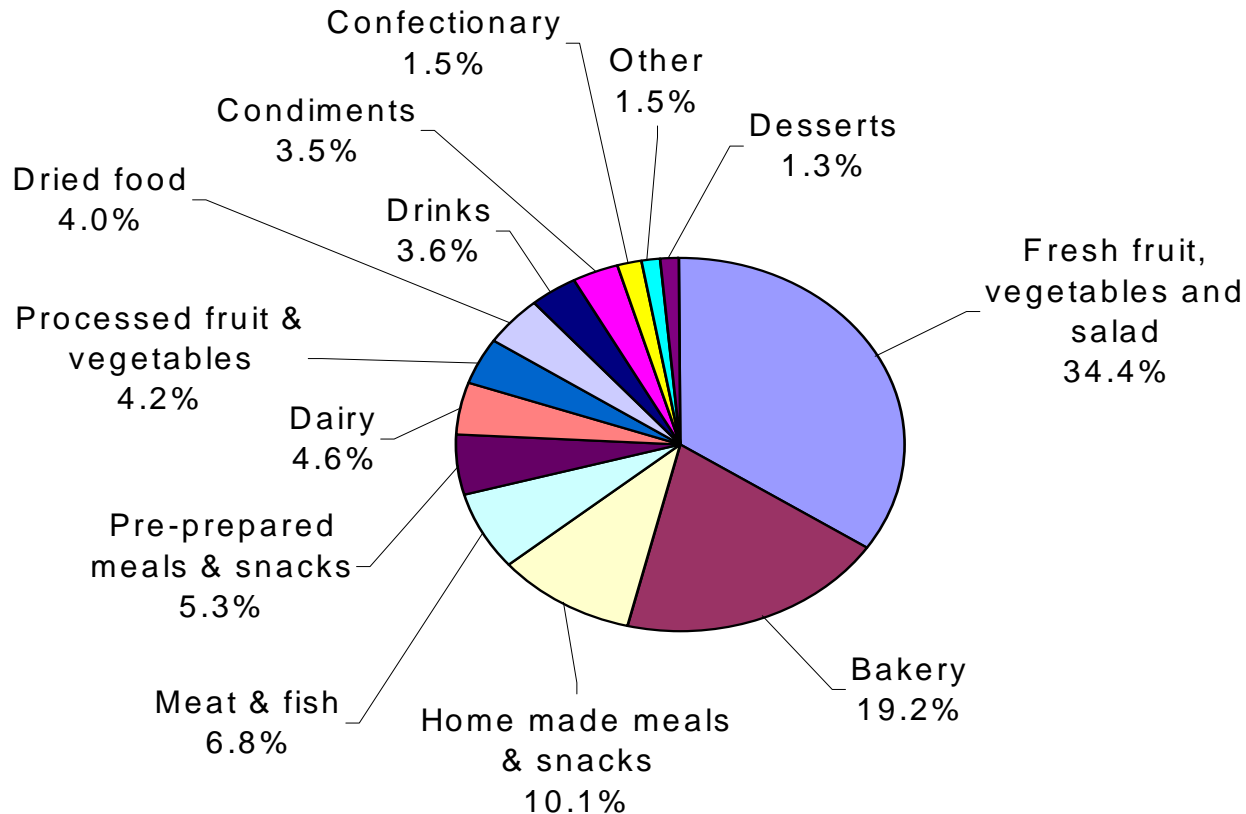


Food waste is responsible for
the equivalent of **18 million**
tonnes of carbon dioxide



What do we throw away?

Types of Avoidable Food Waste (by weight)



Foods thrown away whole and untouched EVERY DAY



Potatoes
5.1 million a day



Slices of bread
7 million a day



Unused teabags
520,000 a day



Sausages
1.2 million a day



Yoghurt & yoghurt drinks
1.3 million a day



Packets of crisps
300,000 a day

Foods thrown away EVERY DAY



Apples
4.4 million a day



Cakes and gateaux
82,000 tonnes a day



Bananas
1.6 million a day



Eggs 660,000
a day



Ham slices
1 million a day



Unopened packs chocolate
and sweets 700,000 a day

Nearly a **quarter** of avoidable food waste is thrown away **whole, unopened** or **untouched** – nearly **1 million tonnes** and **£2.3 billion** a year



At least **490,000 tonnes** a year is
thrown away still **in date**

Worth nearly **£1.2 billion**

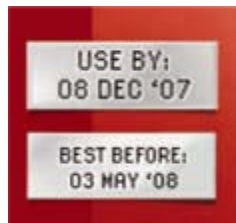
Nearly **20%** of that
hasn't even been **opened**



Why is food that could have been eaten thrown away?



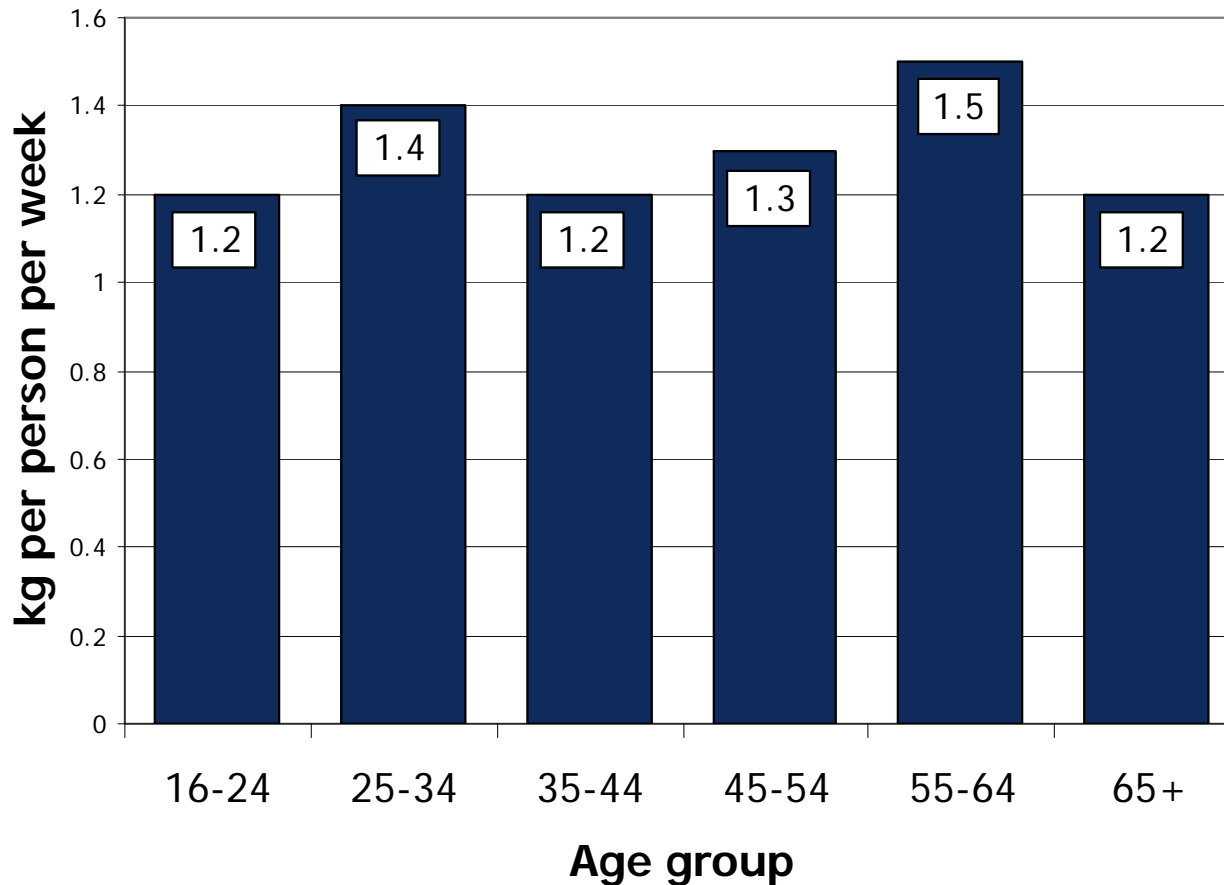
- Over 50% of us make a **list** but half don't stick to it!
- Almost half of us don't understand **food dates**
 - 53% of us would never eat fruit & veg past the best before date



- Many of us don't **store food** as recommended
 - 11% keep bread in the fridge
- **Fridge temperature** higher than recommended 1-5°C
 - 25% less shelf-life for milk



Who are the food wasters?



- ...so **Age** isn't really an influence

The older generation are wasting as much as teenagers!

1.2kg/person/week...

- ...nor is **Household composition**

Household with children same as household with just adults (per capita)...

- ...and nor is **Household size**

Only significant difference is single households at 1.9 kg/person/wk

We're all wasting food!



Even households that are **adamant** they waste **no food** at all throw away nearly **90kg a year** of avoidable food waste

84% of us believe we throw **none or hardly any food** away!

Household Food Waste Prevention

Problem statement

As consumers we throw away 6.7 mt of food and most of this could have been eaten. It is a waste of money and a major contributor to climate change.

WRAP Objective

Reduce consumer food waste being sent to landfill by **250k** tonnes by March 2011; with the climate change impact of 1.1million tonnes of CO2 equivalent and converting another 3.5 million households to be committed food waste reducers

Tracking

17% Committed Food Waste Reducers from 8% base and ahead of tonnage target and regionally

WRAP food waste strategy



Minimisation
(Household \ C&I)

Collections

Processing

Market
Development

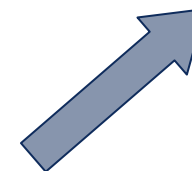
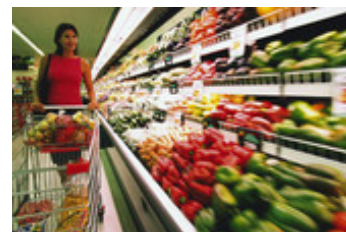
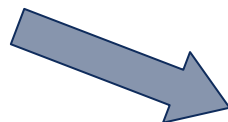




LOVE
FOOD
hate waste **.com**



Direct to consumers



raise awareness and grab attention environmental (and financial) consequences

personalise the issue

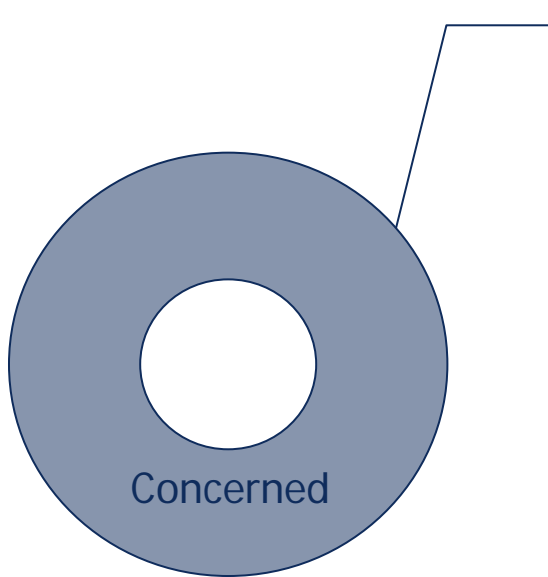
encourage and enable action

Simple solutions & Small changes



Via strategic partners

Who are we trying to help?



"I do find myself throwing food away"

"Concerned" food wasters

- busy families
- couples / empty nesters

...households who find they are throwing food away and who are concerned about it

Helpful and benefit driven...

■ Pre-shop:

- Know what you need: a couple of minutes a month saves time and money
- Shop for meals not ingredients



■ In-store:

- Use promotions to your advantage...
...buy one, freeze one
- Make food dates work for you



- **At home:**

- Buy a fridge thermometer and use it
- Date watch: manage your food
- The freezer is your friend



- **Food preparation and cooking:**

- How many are coming to dinner?
- Love your leftovers: today's dinner...
...tomorrow's lunch?



www.lovefoodhatewaste.com

- Over 1/2 million users
- Content rich & interactive
- Highly recommended:
 - Hugh Fearnley-Whittingstall
 - Jamie Oliver
 - Moneysavingexpert.com
- “Best of the web”: Daily Telegraph
31 December 2008

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LOVE FOOD hate waste

Piper Terrett from Billericay, Essex said: We all take so much for granted in the West and it's time we started taking responsibility for the food we buy. [More](#)
[Add your voice to the campaign](#)

A third of the food we buy in the UK ends up being thrown away
Sad, isn't it?

Do you cook too much? We can help... **PERFECT PORTIONS & MONEY**

Meal making & food facts that really pay. **SAVE TIME & MONEY**

Top chefs take on leftovers **RECIPES**

Keep it fresh & eat at its best **TOP TIPS & STORAGE**

Why cutting food waste matters. **ABOUT FOOD WASTE**

Please add your voice to our campaign **ADD YOUR VOICE**

5 sure fire ways to save money on your food bill

Tips to keep your food fresher for longer

Share your suggestions for saving money

FOOD LOVER PROFILES

I like to just open the fridge and see what is there

BLUE SKIES, BALMY EVENINGS

Summer recipe tips and cool storage ideas

TEMPTING SUMMER LEFTOVER RECIPES

SIZZLING PORK BURGER

BBQ CHICKEN WITH GUACAMOLE

SALMON WITH CREAMY CUCUMBER

OVEN BAKED VEGETABLE PILAFF

USE BY & BEST BEFORE THE FACTS BEHIND THE DATE LABELS

LOVE FOOD HATE WASTE CAMPAIGN SCOTLAND & WALES

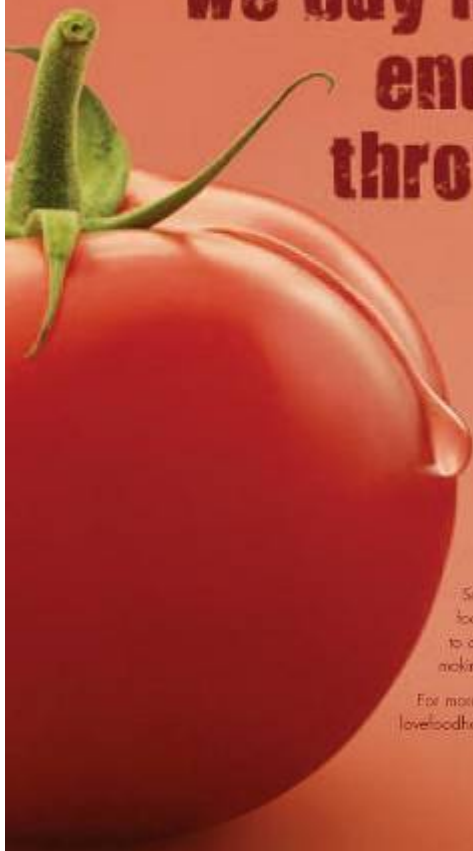
"Nothing is quite as invigorating as throwing open a refrigerator door for a good old rummage..."
 Marlena Spieler, food writer

Local Authority Support





A third of the food we buy in the UK ends up being thrown away



Sad, isn't it?

Sadder still, most of it could be eaten. This wasted food is a waste of money and a major contributor to climate change. To help throw less food away, try making a pasta sauce with any leftover tomatoes.

For more ways to reduce your food waste, please visit lovefoodhatewaste.com

A third of the food we buy in the UK ends up being thrown away



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Sadder still, most of it could be eaten. This wasted food is a waste of money and a major contributor to climate change. To help throw less food away, a lot of fruit can be kept in the fridge so it lasts longer.

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Radio – Oh Potato

This is such a fantastic site - thank you! The ads on the radio were what drew me in and I've picked up so many useful, efficient tips. I was a serial food waster with no real idea how to manage my cupboards, freezer and shopping lists! I just hope more people see the value in actively trying to reduce waste!

Sandra Jones, Bristol

“No part of you’s inedible – though all
of you’s inaudible
The taste of you’s incredible – the price
of you’s affordable
No spud is dud – If you get sprouty
I don’t go all throwy-outy
But focus all my passion
Into peeling and to mashing
I still need you – so I freeze you –
Saying softly, ‘see you later, mashed
potater’”

Love food champions

- Pilot project
 - Partnership with Women's Institute
 - Voluntary & needs commitment
- Home-based advice
 - Practical, domestic, sharing, rewarding
- Social and fun
 - Participants still meet up...
- Impact
 - Cut food waste by 50%



Enable your residents to change behaviour

understand the barriers & provide information

Encourage them

understand the benefits, demonstrate the cost savings & provide feedback

Engage with them

understand your audience, link with national campaigns, work in partnership with local stakeholders such as community groups

Exemplify what can you as the Council do to lead by example?

Free lunching days, change procurement policies, real life example of staff and members wasting less food?



Committed Food Waste Reducer Measure

Thinking about the different types of food waste we have just discussed, how much uneaten food – overall - would you say you throw away in general? Would you say...?

'Hardly any'

'None'

Thinking about when you have to throw uneaten food items away, to what extent, if at all, does it bother you?

'A great deal'

How much effort do you and your household go to in order to minimise the amount of uneaten food you throw away?

'A great deal'

Courtauld Commitment

Signatories have agreed to work together to help reduce the amount of food the nation's householders throw away by 155,000 tonnes by 2010

YOUR M&S


MORRISONS


part of the WAL*MART family

Waitrose

Sainsbury's


Somersetfield


Every little helps

The **co-operative**
food

Signatories represent over 90% of the UK grocery market



Waste not, want not

Research done by the Waste & Resources Action Programme (WRAP) for its recently launched Love Food Hate Waste campaign revealed that in the UK we throw away a staggering one third of the food we buy. TV chef, Anne Hurrell (above), is supporting the campaign along with several other chefs and celebrities. He says, "You don't have to be a chef to know how to cut down on food waste, you just need to care about your food and your pocket and the rest will follow!"

Multi-seeded feed ends up in landfill where it generates methane, a potent greenhouse gas. It is said that so much food is being wasted needlessly," says Dr Liz Goodwin, WRAP Chief Executive. At a cost of £200 million, it's a serious issue that not only impacts the environment but our pockets, too." Add in the energy needed to package, transport and deliver food to our homes and it all produces the equivalent of at least 15 million tonnes of carbon dioxide every year. "Preventing this would be the same as taking one in five cars off UK roads," explains Liz Goodwin.

TOPTIPS



Did you know

- Apples, potatoes, bananas, tomatoes and oranges are the top fruits thrown out whole and without even a bite
- You'll start to find helpful storage tips inside, as well as pre-packed fruit & veg, as well as on shelf information, and a large and easier to read on a variety of packaging to help you keep your fruit and veg fresher for longer and get
- Nearly all fruit and veg (except bananas and pears) will keep fresher for longer when refrigerated in a plastic cool bag place. If you're at loose fruit and veg is one of those little plastic bags available around the fruit and then in the packaging when you get home and use our quick guide for best storage option.

Quick guide - Keeping it fresher for longer

Here's some storage advice to help you reduce food waste and keep your bags full and veg fresher for longer.

 Apples Refrigerate in bag	 Bananas Store in their bags in a cool place (avoid refrigerating)	 Berries Raspberries, Elderberries, Blackberries, Blackcurrants & gooseberries - keep in the original packaging & refrigerate
 Broccoli Refrigerate in bag	 Carrots Refrigerate in bag	 Cucumbers Keep in the original packaging & refrigerate in the crisper drawer
 Grapes Keep in the original packaging & refrigerate	 Herbs - fresh-cut Basil - store at room temperature. All other herbs - refrigerate in sealed packaging	 Kiwi fruit Refrigerate in bag



Food Waste

Food for thought

Each year, we throw away 6.7 million tonnes of food in the UK. This costs each British household between £250 and £400 a year*. Recent research by the Waste Resources and Action programme (WRAP) has shown that around a half of this food could have been eaten. The main reasons for this wastage appear to be we either cook or prepare too much, or we forget food and let it go off.

The majority of our food waste, like other household waste, ends up in landfill sites. But, with space expected to run out within the next 10 years, something has to be done now to reduce the waste we dispose of in this way. This waste also impacts our climate - as rubbish decays in landfill sites it produces methane, a greenhouse gas judged to have 20 times more impact on climate change than CO2.

As a signatory to the Courtauld Commitment, Waitrose is committed to reducing the amount of packaging and food waste that is thrown away by UK households. As part of this commitment, we are actively supporting WRAP's latest consumer campaign Love Food, Hate Waste: www.lovefoodhatewaste.com by helping to raise awareness of the issue of food waste and providing practical information in store and online to help our Partners and customers reduce the amount of food they waste.



Are you wasting more food than you realise?

If you're looking for easy ways to reduce your food waste, a new campaign supported by Tesco has...

Delia's.us
Yahoo! MyWeb
Google
Facebook
StumbleUpon



Fresher for longer

Here's a tip...if you store your oranges and lemons in the fridge, (in their packaging or a loosely tied plastic bag), they'll stay fresh and delicious for longer. That's why we keep them in the fridge too.

Plan A.

Proud to support **LOVE FOOD** hate waste

YOUR **M&S**
www.lovefoodhatewaste.com/PlanA

What is the relative environmental impact of packaging compared to food waste?

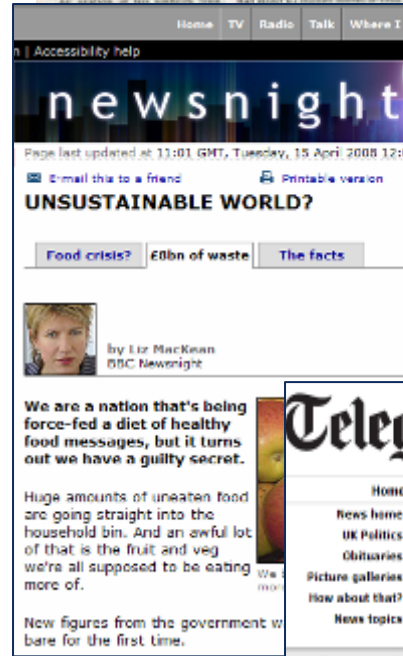
6.7 mt of food waste but 5.9 mt of packaging

Of the **total energy used** in the food chain, **50% is used in food production**, **10% on transport** to the shops and retailing, **10% to make the packaging** and the remaining **30% is used by shoppers** to drive to the shops and store and cook food.



IMPACT - The number of **UK households committed to reducing food waste has increased by 1.8 million...**

...resulting in an overall saving of £296 million a year, stopping 137,000t of food being thrown away. This prevents 600,000t of greenhouse gases being emitted



2009/10 Campaign development

Moving from raising awareness to providing solutions...



POTATO LOVERS hate waste

I love spuds. So I store mine in a cool dark place to make them last longer. If they've gone sprouty, after a proper peel they're ready to mash. And I always like freezing any leftover in bags for a quick and easy shepherd's pie topping. Lovely jubbly.

lovefoodhatewaste.com has more tips and recipes to help you waste less food and save up to £50 a month.



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Warwickshire Waste Partnership

Awareness campaign in 2009/10 using the 'Sad isn't it' awareness campaign...

- Road shows, engagement with local stakeholders such as community groups, local businesses etc
- Radio advertising and sponsorship
- Advertising



For more information on food waste:

www.wrap.org.uk

For more information on WRAP's consumer campaign to reduce household food waste:

www.lovefoodhatewaste.com

For queries on local authority support

www.wrap.org.uk/la