
The Household Food and Drink We Waste in the UK: LOVE FOOD HATE WASTE

Emma Marsh

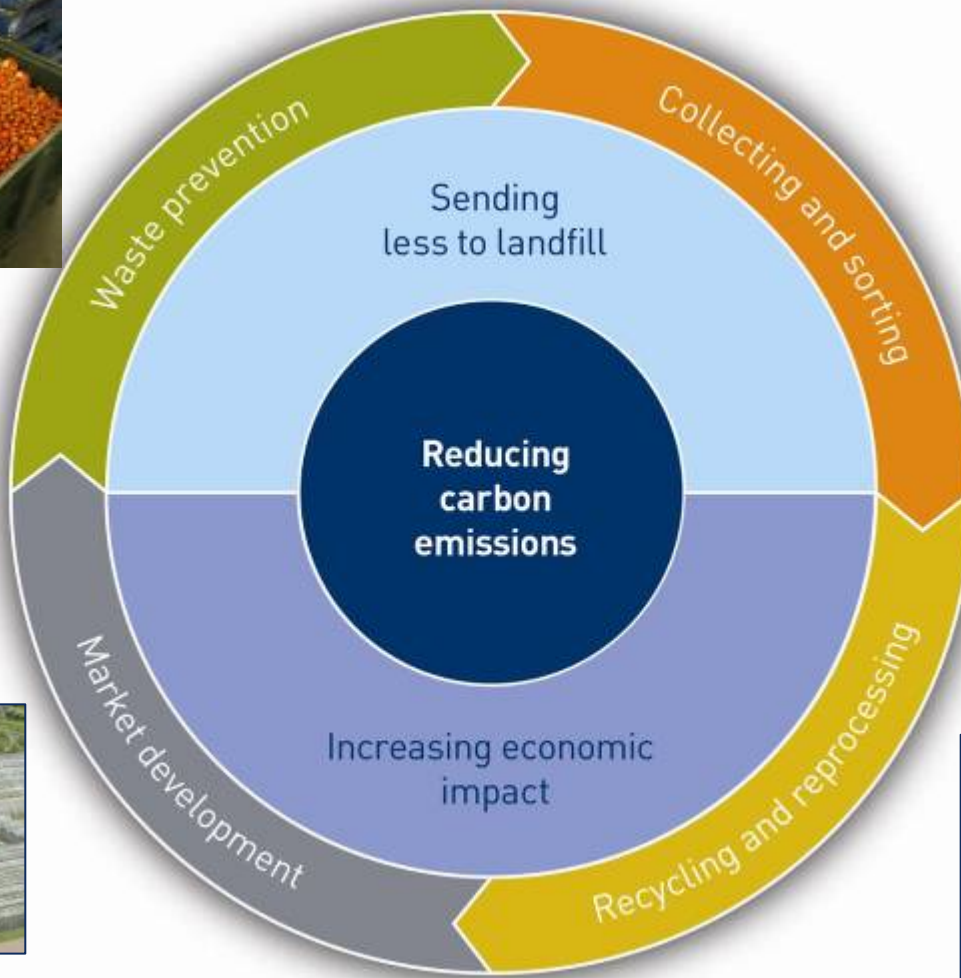
Local Communication Adviser, WRAP



Household and commercial



Market development



Collections

Processing



Household food and drink we waste in the UK

Household kerbside
waste and recycling
and HWRCs

Total UK waste – WasteDataFlow 06/07

% of total that is kitchen waste – *Review of Municipal Waste Composition* (Defra 05-08)

Breakdown of kitchen waste – *The Food We Waste* 2007

Sewer

Down the Drain – diary research 2008

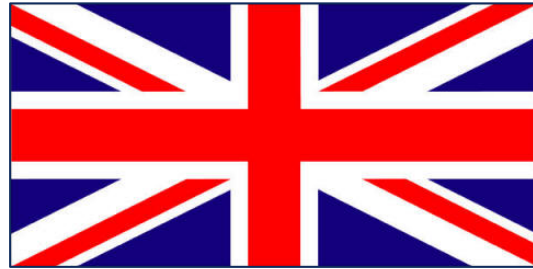
Home composting
and fed to animals

Kitchen Diary Research 2007



What is being thrown away?

A close-up photograph of vibrant green grass blades covered in small, glistening dew drops. The background is softly blurred, creating a bokeh effect with out-of-focus light spots.



We throw away **5.3 million tonnes**
of **good food and drink**
each year in the UK
all of which could have been eaten

Total food and drink waste = 8.3 million tonnes

Avoidable food and drink waste = 5.3 million tonnes



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Avoidable food and drink waste = 5.3 million tonnes



Possibly avoidable food and drink waste = 1.5 mt



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Avoidable food and drink waste = 5.3 million tonnes



'Edible'
waste

Possibly avoidable food and drink waste = 1.5 mt

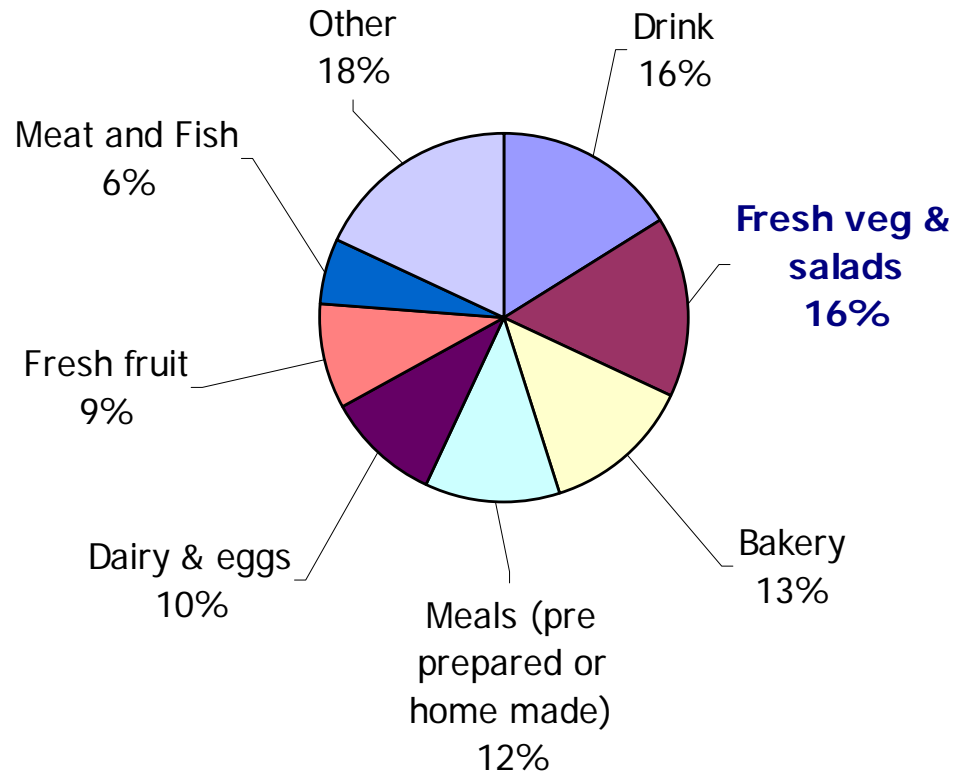


'Kitchen
waste'

Unavoidable food and drink waste = 1.5 million tonnes

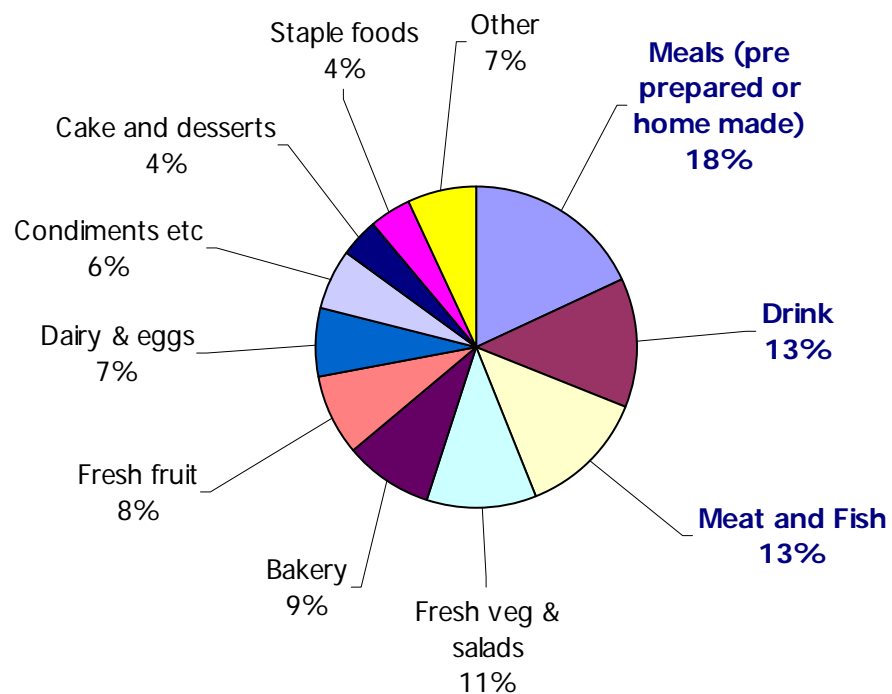


Avoidable food and drink wasted by weight



Avoidable food and drink wasted by cost

Fresh vegetables & salads	Over a £1bn
Drink	Over a £1bn
Fresh fruit	Just under a £1bn
Bakery	Just over £1bn
Meat and fish	Over £1.5 bn



New findings on drink

- **Avoidable drink waste costs us £1.6 billion annually.**
- **We throw away nearly £250 million of carbonated soft drinks and £190mn of fruit juices and smoothies**



Where is it all going

Household kerbside
waste and recycling
and HWRCs

5.8 million tonnes per annum

Sewer

1.8 million tonnes per annum

Home composting
and fed to animals

0.7 million tonnes per annum



Why is “good” food and drink
being thrown away?

Avoidable food and drink waste 5.3 million tonnes

'left & unused'

Food and drink that is thrown away
either completely untouched or opened
and started but not finished
= 2.9 million tonnes (£6.7 billion)



Cook, Prepare or Serve too much

= 2.2 million tonnes
(£4.8 billion)



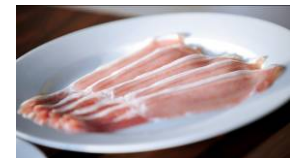
“Cooked, Prepared and Served too much”?

- Lack of skill \ knowledge around portions
- Lack of confidence about storing and using “leftovers”
- Takeaway portion sizes
- Range of portion sizes for pre-packed foods
- Rejection of food



“Left and unused”? Storage

- Location – less than ideal!
 - 11% keep bread in the fridge
 - 6% keep bananas in the fridge
 - 74% keep apples out of the fridge
- Unprotected
 - 13% keep sliced meats unsealed after opening
 - 7% keep cheese unsealed after opening
 - 23% would remove packaging from fresh fruit and veg in attempt to extend shelf life!
- Incorrect fridge temperature
 - 60% of us don't know what it should be
- Lack of knowledge about freezing



“Left and unused”? Date labelling

- Food “gone past its date” is the main reason given for throwing away food
- Almost 50% do not understand the meaning of date labels (FSA, 2008)
 - 36% treat “best before” as a “use-by”
 - 53% never eat past the date for fruit & veg
 - 56% never eat past the date for bread & cakes
- Confidence
 - “use by” = use by end of that date
 - Almost 10% leave a days “buffer”
 - 21% will not “take a risk” with a product close to its date, even if it appears fine



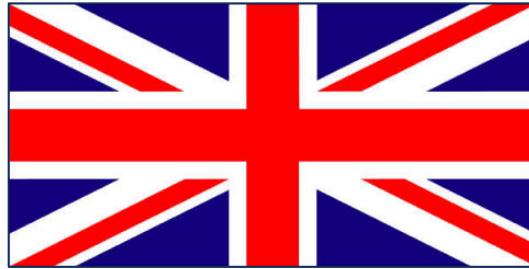
“Left and unused”? Cooking confidence

- judgement of quality
- food safety
- meal creation
- only around one in four say they are comfortable across all areas, from pre shop planning through to recombining leftovers into new meals



Why does it matter?

The background of the slide is a close-up photograph of vibrant green grass blades. Each blade is covered with numerous small, clear dew drops that catch the light, creating a sparkling effect. The background is softly blurred, emphasizing the sharp details of the grass and water droplets in the foreground.



£12 billion worth of avoidable food and drink waste equates to **£480 per year for the average household**, rising to around **£680 per year for families with children**, or **£50 a month**.

Food waste sent to landfill
generates methane, a
greenhouse gas far more powerful
than carbon dioxide



Avoidable Food and Drink waste is responsible for the equivalent of **20 million tonnes** of carbon dioxide equivalents– that's like taking **1 in 4 cars off UK roads.**



Who is doing it?

A close-up photograph of vibrant green grass blades, each covered in small, glistening dew drops. The background is softly blurred, creating a bokeh effect with out-of-focus light spots.



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



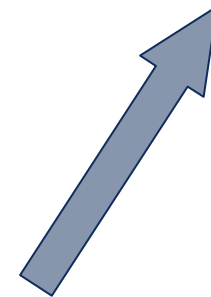
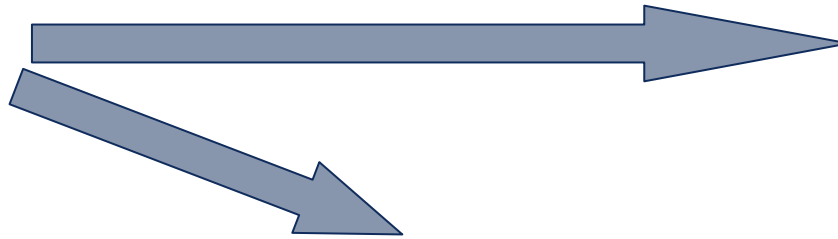
**We all do it but
single person
households waste
proportionally more
per person than
bigger households**

LOVE FOOD HATE WASTE

The background of the slide is a close-up photograph of vibrant green grass blades. Each blade is covered with numerous small, clear dew drops that catch the light, creating a soft, bokeh effect in the background.



Direct to consumers



- **raise awareness and grab attention** environmental and financial consequences
- **personalise the issue**
- **encourage and enable action** - simple solutions & small changes

Local
Authorities



FOOD
STANDARDS
AGENCY



Women's
Institute

Via strategic partners

Reducing food waste means changing people's behaviour with regards to wasting food by providing quick and easy tips to help effect this change.



It pays to be a food lover

- **Positive**
- **Personal and inspiring**
- **Approachable and friendly**
- **Useful and interesting**
- **Sharing positive tips - not lecturing**
- Being a food lover means **getting the most from the food I buy...** about being grounded in **everyday simple actions** that can help me manage and cook my food so that **more gets eaten and less gets wasted.**
- **It pays on so many levels – I save money, feel better, save time and I help the environment too.**



PASTA LOVERS hate waste

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lovefoodhatewaste.com has more tips and recipes to help you waste less food and save up to £30 a month.



wrap Special message for **LOVE FOOD hate waste**

CHICKEN LOVERS hate waste

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BROCCOLI LOVERS hate waste

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APPLE LOVERS hate waste

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FISH LOVERS hate waste

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EGG LOVERS hate waste

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POTATO LOVERS hate waste

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wrap Special message for **LOVE FOOD hate waste**

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

The screenshot shows the homepage of the Love Food Hate Waste website. At the top left is the logo 'LOVE FOOD hate waste' with a green leaf icon. To the right are navigation links: 'Home | Contact us | Press | Link to us'. Below the logo is a quote from Trish Slater from Aberystwyth, mentioning her mother's wartime food practices, with a link to 'Add your voice to the campaign'. The main content area features a large photo of a woman with the text 'APPLE LOVERS hate waste' and a quote: 'I always put apples in the fridge so they last longer.' To the right of this photo is a vertical sidebar with several colorful buttons: 'PERFECT PORTIONS' (Do you cook too much? We can help...), 'SAVE TIME & MONEY' (Meal making & food facts that really pay.), 'RECIPES' (Top chefs take on leftovers), and 'ABOUT FOOD WASTE' (Why cutting food waste matters.). Below the main photo is a section titled 'Store cupboard essentials' with a small icon of a basket of produce and the text: 'Keep essentials in the cupboard, fridge and freezer and you'll always be able to whip up something delicious →'. At the bottom, there are three more sections: 'REDUCE YOUR FOOD BILLS' (5 sure fire ways to...), 'GREAT RECIPES FOR LEFTOVERS', and 'USE BY & BEST BEFORE' (The facts).

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’”

Retailer engagement

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

Signatories represent over 90% of the UK grocery market

YOUR M&S


MORRISONS


part of the WAL*MART family

Waitrose

Sainsbury's




Every little helps

The **co-operative**
food

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From bin to banquet

British consumers bin 6.7 million tonnes of food every year. Meanwhile, our supermarkets bin 1.6 million tonnes of grub

each year. This is partly because some of the produce is out of date – but much of it could still be edible.

In From Bin to Banquet, Tonight's Jonathan Maitland goes rummaging through supermarket bins with a group of Freegans (people who live on as little money as possible often by 'liberating' food from corporate dustbins). With help from celebrity chef Antony

LOVE FOOD hate waste

With a little planning and imagination, most families could easily be up to

easy to enjoy more of our food and save money." "Since the campaign



BBC Text only Help

Economy Gastronomy

Episode 1



00:24 / 58:51

The Mail ON SUNDAY

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Channel 4 • Food • Features • Eat Ethically • Tightening our waste

Click!

Food

- Home
- Recipes
- Features
- Eat Ethically**
- Kids' Food
- Top 10s
- How to
- On TV

Eat Ethically

Waste: a Real Food issue

Print | Email this page

Date Published: 23/03/2009

Hannah Williams met up with Julia Falcon from Love Food Hate Waste to

TRISTRAM STUART

WASTE

UNCOVERING THE GLOBAL FOOD SCANDAL

Loving the leftovers

Leamington Observer

incorporating Kenilworth, Southam and Warwick

Thursday, June 18th 2009 Week 25

www.leamingtonobserver.co.uk

35p if purchased A5E2 43,131 July-Dec 2008

ADVERTISING FEATURE


 recycle for Warwickshire

Loving Food Can Help You Tighten Your Belt!

IN the current economic climate, many are feeling the pinch and if your purse strings are feeling a little tight then your kitchen could be the place to make some valuable money savings!

Around a third of all the food we buy in the UK ends up being thrown away and most of this is perfectly good food that could have been eaten – not just peelings and bones, so the Warwickshire Waste Partnership is supporting the Love Food Hate Waste campaign, which encourages us all to get the most from the food we buy.

In the UK we throw away 6.7 million tonnes

of food each year. Most of this ends up in landfill sites, which contributes to climate change because it emits methane, a very powerful greenhouse gas. Not only are the environmental implications huge but the financial ones are too – it is costing us around £5 billion each year, as much as £400 per year for some households!

Cutting down on the amount of food we

waste couldn't be easier, Love Food Hate Waste offers a whole host of practical hints, tips and recipes to help. Ainsley Harriott 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 pocket and the rest will follow."

We can all be savvy chefs and start saving money now by using our fridges and freezers to make our food last longer, and go further. Here are some tips from www.lovefoodhatewaste.com to get you started:

Most ripe fruit can be kept in the fridge to make it last longer.

**LOVE
FOOD
hate waste** .COM

Your freezer really is your kitchen hero – many fresh foods can be frozen: check the label.

If things are approaching their "Use By" date and you won't get round to eating them – pop them in the freezer for another day.

Sliced bread can be frozen and then used for breakfast toasts.

Grate cheese in small portions and freeze – take it out in the morning to make lunchtime sandwiches, no need to defrost.

To freeze tomatoes, remove their stalks and freeze whole in freezer bags. They can then be used in place of canned tomatoes, in a tomato or Bolognese sauce or chili con carne. Just put the whole frozen tomatoes into the pan at the point when you would add the canned tomatoes. No need to defrost them separately as they fall apart.

Have you got ideas or recipes on making the most of food?

Log on to

www.lovefoodhatewaste.com

and share them with us

And the answer for the peelings and cores? Home composting is a great way to prevent unavoidable food waste such as peelings, cores and teabags ending up in landfill, and can do wonders for the garden.

WRAP

Material change for
a better environment

We're all happier when food gets eaten

Easy tips to help us get the most from our food



Fresh fruit & veg	Bread and bakery	Fresh meat and fish	Dairy	Rice and pasta
<ul style="list-style-type: none"> • Chill meat tips first to save space • Compost fruit in a grid for composting, compost & dairy • Vegetables past their best can be busy in soup, chutney and souvlaki 	<ul style="list-style-type: none"> • Freeze what you won't eat • Try 'frozen bread' loaf freezer • Freeze shy old or early bread – spritz with water & pop in the oven for a few minutes 	<ul style="list-style-type: none"> • Pop in and covered the 'dry' items • Make stock & freeze meat or fish when needed • No leftover cooked meat – Cook once. Eat twice • Try new, smart recipes to make meals in advance & freeze soups 	<ul style="list-style-type: none"> • Single drilled & wash 'dry' items • Milk, cheese & butter can be frozen until needed • Chilled cheese can be used straight from freezer for melted & toppings 	<ul style="list-style-type: none"> • Buy one Better Potatoes consideration • Cook meat and pasta in 'one pot' soups, casseroles, etc. • Store in airtight containers for use in soup etc.

Comparing a glass for your settings, egg shells and more

Please visit our website for more handy tips and delicious recipes

lovefoodhatewaste.com

**LOVE
FOOD
hate waste**

What progress so far?

- 53%* UK adults aware of the food waste issue
- over 2 million additional hhs committed to food waste reduction and saving collectively almost £400 million a year – that's nearly £200 per hh
- 162,000 tonnes of food waste saved to date**

* Ipsos Mori February '09; ** November '06 to February '09

Thank You

**For more information on food
waste**

www.wrap.org.uk

Love Food Hate Waste

www.lovefoodhatewaste.com