



## **PRESS RELEASE**

Embargo: 15 November 2011

### **Free Lunch for 5000 In Campaign Against Food Waste**

*Feeding the 5000 event – Trafalgar Square, London  
12 noon - 2.00 pm on Friday 18<sup>th</sup> November 2011*

Five thousand members of the public are invited to a free hot lunch in Trafalgar Square on Friday 18 November between 12 noon and 2.00pm. All food made entirely from ingredients that would otherwise have been wasted, such as fresh but cosmetically imperfect fruit and vegetables.

Feeding the 5000 will highlight how easy it is to reduce the unimaginable levels of food waste in the UK and internationally, and how governments, businesses and individuals can help. The event is run by the Feeding the 5000 team, in partnership with FareShare, FoodCycle, Love Food Hate Waste, Friends of the Earth and supported by the Mayor of London.

In just two hours, charities, volunteers, and the Mayor of London Boris Johnson, will serve a free lunch to 5000 members of the public. The menu will include curry made from 'mis-shapen' and wonky vegetables, and a range of cooked dishes prepared live by well known chefs, including Thomasina Miers, Valentine Warner and Arthur Potts Dawson.

The public will be invited to take part in the 'surplus apple' pressing and to drink the free juice - with the chance to feed the apple remnants to live pigs in Trafalgar Square, as well as helping to sort through wonky vegetables for delivery to charities. Speakers at the event include the Bishop of London and Rosie Boycott, Chair of London Food.

The event urges the public to sign the Feeding the 5000 pledge calling for action from governments, retailers and food businesses: 'I pledge to reduce my food waste and I want businesses to do the same'. Those unable to attend the event will be able to pledge through the Feeding the 5000 website ([www.feeding5k.org](http://www.feeding5k.org)). Around 80 percent of consumers<sup>1</sup> want businesses to tackle food waste: this offers an opportunity for businesses to respond to the challenge in proactive, positive ways.

Food businesses, restaurants and retailers are invited to sign the Business Pledge, agreeing to the principles of the 'Food Waste Pyramid', a new online guidance tool developed by the Feeding the 5000 partnership to help food businesses avoid waste according to a step by step process.

Feeding the 5000 is organised by Tristram Stuart, author of *Waste: Uncovering the Global Food Scandal* (Penguin, 2009), whose campaigning on food waste won him this year's international environmental award, The Sophie Prize ([www.sofieprisen.no](http://www.sofieprisen.no)).

Stuart explains: "*Feeding the 5000 is a wonderful partnership including farmers, charities and the*

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<sup>1</sup>[Survey carried out by the Jellied Eel magazine http://www.thejelliedeel.org](http://www.thejelliedeel.org) and [Unilever Food Solutions http://www.unileverfoodsolutions.co.uk/](http://www.unileverfoodsolutions.co.uk/)

*public. The aim of our lunchtime feast is to highlight how food waste can be avoided by putting food to good use i.e. feeding people. We want businesses and the public to sign the Feeding the 5000 pledge to show how everyone has the power – and the responsibility – to help solve the global food waste scandal.”*

### **Joining forces with leading charities**

The Feeding the 5000 event will also promote the activities of the partner charities and other organisations working in this field and the solutions to the problem of food waste that they offer.

Friends of the Earth is campaigning to tackle the damaging impact intensive meat and dairy production and consumption has on the environment and communities overseas through their interactive pig feeding tent. Wasting less food and diverting leftovers to animal feed is highly efficient and would reduce our reliance on imported feeds, helping to protect forests and people’s livelihoods.

Friends of the Earth’s Senior Food Campaigner, Clare Oxborrow, said: *“It’s crazy that millions of tonnes of food that could feed farm animals ends up in landfill, when farmers waste cash on imported feed that harms communities and forests overseas. The Government must act to make it easier for farmers to switch to feeding animals leftovers, such as by setting guidelines for councils to link up food retailers and farmers.”*

FareShare rescues surplus food from the food industry and delivers it to a network of 700 local charities across the UK that use it to feed vulnerable people who may otherwise not eat a square meal. They will be asking the public to help sort through and bag up tonnes of surplus vegetables for delivery to their charity partners tackling food poverty in London, driving home the issue that all good food should be eaten by people.

FoodCycle prevents fit for purpose food from going to waste by preparing delicious three-course meals for people in the community. At Feeding the 5000, they will be demonstrating the creative ways they fight food waste and hunger, through an exciting celebrity chef demo in the Field Kitchen using a selection of surplus fruit and veg to create a healthy and delicious meal.

Love Food Hate Waste aims to raise awareness of the economic and environmental impact of food waste and to reduce the amount of food that is wasted in the UK. Their partnership with Feeding the 5000 aims to offer simple every day solutions and inspiration to those of us who want to make a difference.

Rosie Boycott, appointed by the Mayor of London to Chair the London Food Board, is an enthusiastic supporter of the event: *“There are lots of creative ways to avoid food waste in our homes before we even get into the shops, where we all know how easy it is to over-shop ending up binning food we don’t end up eating. Making food go further helps us rediscover the pleasures of home cooking and saves pounds off the weekly food bill. Feeding the 5000 will bring to life the idea that all food is good food, and every morsel of it is too good to waste. Signing up to the Feeding the 5000 pledge has the added advantage of getting access to the brilliant advice available through the Love Food Hate Waste campaign.”*

### **EVENT HIGHLIGHTS**

The event will promote the activities of the partner charities and other organisations working in this field and the solutions to the problem of food waste that they offer.

- **Professional Chefs** - Well loved celebrity chefs including Thomasina Miers and Arthur Potts Dawson will be on the main stage doing cooking demos illustrating how to avoid waste. Chef and restaurateur Thomasina Miers (Owner of restaurant Wahaca), says: *“This is a creative and entertaining way to raise people’s awareness of how much we are all chucking away, its future implications and what we could all be doing instead. I am delighted to be a part of it and urge*

*people to come down to Trafalgar Square on the day and join us for a delicious, free lunch!"*

- **The Feeding the 5000 Field Kitchen** - come and sample a selection of delicious dishes cooked by a rota of chefs using the types of food that you wouldn't normally consider eating. **FoodCycle** will be doing a cooking demonstration with Valentine Warner, using surplus fruit and veg to create healthy, delicious meals. **Love Food Hate Waste** will be on hand to distribute advice to the public on how to avoid food waste at home.
- **Apple Pressing** - Visitors will be encouraged to press 'surplus apples' and to drink the juice.
- **Pig Feeding** - Friends of the Earth is participating in Feeding the 5000 as part of its campaign to tackle the damaging impact of intensive meat and dairy production and consumption on the environment and communities overseas. Wasting less food and diverting leftovers to animal feed is highly efficient and would reduce our reliance on imported feeds, helping to replace some of the 40 million tonnes of soya imported into the EU from South America every year.
- **Wonky Veg Stall** - Food redistribution charity FareShare will be asking the public to help sort through and bag up tonnes of surplus vegetables for delivery to their charity partners in London, driving home the issue that all good food should be eaten by people.
- **Leading speakers:** Event organiser Tristram Stuart, Rosie Boycott and the Bishop of London will appear on the main stage to talk about the issue of food waste.

Celebrity chef Hugh Fearnley-Whittingstall, says, *"Feeding the 5000 is a fantastic initiative, recognising that food is our most precious resource, and should never be squandered. The Feeding the 5000 team are turning an incipient problems into a joyous, upbeat solution – and goodness knows we could do with a few of those right now! I'd urge everyone to sign the Feeding the 5000 pledge, on their website, as a call for action from businesses and governments to end the global food waste scandal"*

#### **KEY FACTS ABOUT THE F5K EVENT**

- Several tonnes of vegetables, including potatoes, carrots and onions have been donated to the event to raise awareness of the issue around cosmetic standards and food waste. Anything not used in the event will be distributed to FareShare's community partner charities, helping to build relationships between the charity and potential food donors.
- Over one hundred volunteers have worked in the lead up to the event to wash, peel, chop, cook and serve the delicious curry.
- Around a tonne of apples will be in Trafalgar Square, ready for juicing, and tonnes of wonky vegetables for sorting.
- Four pigs will also be at the event, happily eating the left over apple pulp from the interactive juicing demo.

**-ENDS-**

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#### **What we can provide:**

- Interviews with Tristram Stuart, organiser of the event, award-winning campaigner and author Facts and figures on Waste – the issue in UK and globally, top tips to avoid waste and solutions.
- Interviews with event partners, including FareShare, Foodcycle and Friends of the Earth
- Series of feature ideas, interviews or press trips to farms with fruit/veg gluts and see ingenious solutions to the problem – from following FareShare from Supermarket to Community Kitchens, to Recipes from Waste and Top Tips from Celebrity Chefs.

- Food waste facts, photographs of last year's event.

### **Background on F5k**

- The 2011 F5K event follows on from the success of the 2009 event, which showed the public appetite for engaging on the issue of food waste.
- When Tristram Stuart, food waste campaigner and author of *Waste: Uncovering the Global Food Scandal* (Penguin, 2009 [[www.tristramstuart.co.uk](http://www.tristramstuart.co.uk)]) began organising the event, it was like catalysing a reaction – he was faced with a flood of farms, packers and markets who wanted to donate food – either surplus, cancelled orders, or stock that did not meet supermarkets' cosmetic standards, and so would otherwise have been wasted.
- 5000 curries were served, quarter of a tonne of smoothies and 3 tonnes of fresh groceries were given away – all from food that would have otherwise gone to waste. It was all free, and it gave London a glimpse of the vast reserves of food hidden in the nation's bins.
- The event profiled the work of partner charities working in the food waste sector and helped garner political support with the then DEFRA Minister, Hillary Benn MP, writing to CEO's of all UK supermarkets urging them to donate surplus food to FareShare or similar charities.
- Most of the major retailers have since improved their record in terms of food donations and other food waste reduction measures but it is clear that much more can be done.
- The F5K 2011 event aims to offer a more targeted set of solutions to consumers as well as a business strategy aimed to help food businesses find better ways of avoiding waste through the Food Waste Pyramid (FWP) scheme.
- The FWP scheme is a step-by-step process which prioritises 'waste avoidance' measures.

### **SHOCKING FACTS ON WASTE**

- All the world's hungry – nearly one billion people - could be lifted out of malnourishment on less than a quarter of the food that is wasted in homes, shops and restaurants in the US, UK and Europe.
- More than a third of the world's entire food production is currently wasted, contributing to rising food prices, resource over-use and global warming.
- Rich countries like the UK currently waste up to half of their food supplies.
- An estimated 20-40% of UK fruit and vegetables are rejected even before they reach the shops as they don't match supermarkets' strict cosmetic standards.
- Hundreds of thousands of tonnes of unwanted food that could legally be fed to livestock are currently wasted. Diverting food that is unfit for human consumption and using it as livestock feed would reduce Europe's dependence on the 40 million tonnes of soya imported each year from South America where its cultivation contributes to the destruction of the Amazon rainforest. Production of soya has doubled since 1990, with 80% of global soya production now being used to feed livestock.
- Bread and other cereal products thrown away in UK households alone would be enough to lift 30 million of the world's hungry people out of malnourishment.
- And yet more than 4 million people in the UK suffer from food poverty.

### **The Business Pledge & the Food Waste Pyramid**

Food businesses, restaurants and retailers are invited to sign the Business Pledge, agreeing to the principles of the 'Food Waste Pyramid', a new online guidance tool developed by the Feeding the 5000 partnership to help food businesses avoid waste according to a step by step process

1: Reduce waste by avoiding unwanted surpluses

2: Redistribute surplus to charities such as FareShare and FoodCycle

3: Feed animals bread, dairy, fruit and vegetable produce that is legally permissible livestock feed but unfit for human consumption

4: Only after all these steps should food be used for recycling through composting, anaerobic digestion

5: Disposal to landfill should be avoided wherever environmentally preferable options exist

Linked to the Food Waste Pyramid is a new directory, which links food businesses to charities to help avoid food waste. The Food Waste Pyramid was unveiled to representatives of the food industry and retailers at the Feeding the 5000 launch event at the House of Lords on November 9<sup>th</sup>.

## Food Donors

Tonnes of produce are kindly being donated from UK farms and suppliers including Kent farmer Geoff Phillpot, Riverford Organic, Mack Multiples and ProduceWorld. Says ProduceWorld CEO, William Burgess: *“Produce World is a firm supporter of the work that ‘Feeding the 5000’ is doing. We believe that food waste must be eliminated throughout the supply chain, and as a business we have taken steps to reduce both food and other forms of waste in all the companies in the Produce World Group. Produce that doesn’t go to the major retailers is used for processing or to feed animals.”*

Companies within the Produce World Group produce and distribute a wide range of fresh vegetables in the UK. It supplies a number of major retailers. Produce that is judged to be ‘out of specification’ goes for processing, is used for livestock feed or, in the case of a small amount of onions, is used for composting on local farms. Produce World has a strategy aimed at reducing waste of all sorts throughout the Group including packaging and energy. Information on how well Produce World is meeting its targets for waste reduction can be view by the public on its website at [www.produceworld.co.uk](http://www.produceworld.co.uk).

## Partners

### Food redistribution charities FareShare and FoodCycle

- At Feeding the 5000, award winning charities FareShare and FoodCycle will be demonstrating the creative ways they fight food waste and hunger. FareShare rescues surplus food from the food industry and delivers it to a network of 700 local charities across the UK that use it to feed vulnerable people who may otherwise not eat a square meal. Every day 35,500 people sit down to a meal made with FareShare food, and last year they provided 8.6 million meals.
- FoodCycle prevents fit for purpose food for going to waste by preparing delicious three-course meals for people in the community. Since starting cooking in May 2009, FoodCycle have served over 21,000 meals to older people, those affected by mental ill health, the homeless, low-income families and other groups affected by food poverty.

### Love Food Hate Waste

- Love Food Hate Waste aims to raise awareness of the economic and environmental impact of food waste, and help UK households waste less and save more. We waste millions of tonnes of food every year costing each household up to £50 every month. The environmental costs of food waste are enormous too - if we as householders stopped wasting food that could have been eaten we could prevent millions of tonnes of carbon dioxide equivalent emissions each year. We all have a part to play in reducing the amount of food that is wasted in the UK and that is why Love Food Hate Waste is working in partnership with Feeding the 5000 to offer simple every day solutions and inspiration to those of us who want to make a difference.

### Friends of the Earth

- Friends of the Earth is campaigning to tackle the damaging impact intensive meat and dairy production and consumption has on the environment and communities overseas. Wasting less food and diverting leftovers to animal feed is highly efficient and would reduce our reliance on imported feeds, helping to protect forests and people’s livelihoods. At Friends of the Earth’s ‘Pig Out’ stall four real pigs will be scoffing leftover food.

### Measuring the success of the campaign:

- **a) for individuals:** At the event Feeding the 5000 we’ll gather 5000 signatures in 2 hours – that’s the first step. During the whole of the following week, the European Week of Waste Reduction, we’ll gather more. That, along with the recent surveys (Sustain and Unilever Food Solutions United

Against Waste) will demonstrate public support for businesses to commit to sign the business pledge.

- **b) for businesses:** The business signatories are an ongoing process of engagement with food businesses. Changing the practice of just one business is a success. After the last Feeding the 5000 event in 2009, the then Defra Minister, Hilary Benn MP, wrote to CEOs of all UK supermarkets urging them to donate food to organizations such as FareShare rather than destroy it. The Efra Parliamentary select committee has adopted the event's recommendations to reduce food waste, and an Early Day Motion has subsequently been tabled to this effect in Parliament. Most of the major retailers have since improved their record in terms of donations to FareShare and other food waste reduction measures and FareShare won the 'most admired charity' in the Third Sector Awards. We're aiming for something similar this time round.
- **Is the business pledge only relevant to businesses in London?**  
Food Businesses are being invited to sign the pledge that they agree with the principles of the Food Waste Pyramid which showcases the principles behind food waste reduction and better management: these principles are universal and can therefore be used as a management tool everywhere. The first phase of the directory we are developing to link businesses with charities and food waste collection services will be focused on London (though again will have wider relevance in some cases). Having strengthened London and the UK's international reputation as a global leader in efforts to engage businesses, government and the public in food waste reduction initiatives, we plan to roll out the initiative. We are in discussions with partners for replicating the London initiative in Scotland and Wales, and are currently part of a European wide consortium for the extension of this package into other EU member states. As an official action in the European Week of Waste Reduction we will inspire other groups across the EU to emulate our initiatives, as indeed we already have done, with many replica events having already taken place from Cardiff and Hull, to Bologna, Turin and Oslo.
- **What are the F5K event's overall objectives?**  
To engage businesses, governments and the public in the practical solutions to food waste and to assist their implementation. We're supporting the work of our partners, FareShare and FoodCycle who collect surplus food from businesses and redistribute to vulnerable members of society; with Friends of the Earth we're promoting the diversion of legally permissible food waste to feed livestock, instead of importing 40 million tonnes of soya into the EU from South America each year. We want to reduce the amount of food waste going to landfill by engaging businesses and local authorities to embrace the principles of the Food Waste Pyramid.