



REPORT REFERENCE: **2.3**

LINCOLNSHIRE WASTE PARTNERSHIP

SUBJECT:	LOVE FOOD HATE WASTE KEY MESSAGES SUMMARY DOCUMENT
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BACKGROUND INFORMATION

At the meeting on the 21 September the Lincolnshire Waste Partnership requested that a summary document outlining the key Love Food Hate Waste (LFHW) message should be produced so that the districts could use this information in their own publicity.

This summary is accurate as of November 2011, however individual districts should check on the www.lovefoodhatewaste.com to ensure that the information is still valid and up to date before publicising any information below.

DISCUSSIONS

New WRAP research released in November 2011, has shown a sharp fall in the amount of food thrown away by households every year, down 13% or just over 1 million tonnes. That is enough food waste to fill Wembley stadium to the brim.

Although there has been a fall in the amount of food waste thrown away, as food inflation has been around 20% it is still costing us £12bn a year, or £50 for the average family.

LFHW was launched in 2007 to help raise awareness of the issue and also to offer easy, everyday actions that we can all do to reduce the amount of food we throw away. Since 2006/07 household food waste has dropped from 8.3 million tonnes to 7.2 million tonnes a year (equivalent to around a fifth of all food purchased) – almost all of which could have been eaten.

Avoidable household food waste (i.e. food that could have been eaten) has reduced by 950,000 tonnes, or 18%, from 5.3 to 4.4 million tonnes annually.

The environmental impact of avoidable household food waste is now around 17 million tonnes of CO₂e (equivalent to the emissions of 1 in 5 cars on UK roads) and 4% of the UK total water footprint. The savings associated with the reduction in avoidable food waste amount to around 3.6 million tonnes of CO₂e a year, and almost a billion litres of water a year.

The reduction is a huge achievement. However, household food waste remains the single largest proportion of UK food waste arisings (almost 50%), and more than 60% of this is avoidable – so there remains much more to do.

Love Food Hate Waste Partners website

The LFHW website has a partners section, where local authorities can log in and get LFHW artwork, standard press releases and latest news.

There is also a LFHW calendar

http://www.wrap.org.uk/downloads/LFHW_Calendar.c19a735f.10824.pdf that shows the key messages that WRAP will be focusing on until 2013. In order to take advantage of any national publicity, districts should refer to this when producing their publicity materials.

Who wastes food?

We all waste food, although few admit it and fewer still recognise the scale. Completing a food waste diary for a week is a really useful way of recognising what food you have thrown away, and more importantly, why you have thrown it away.

Why waste food

There are two main reasons why food is wasted:

Cooking, preparing and serving too much – includes cooking too much and not knowing what to do with leftovers; serving too much on plates that ends up getting thrown away and spoiling food during preparation.

Not used in time: includes food that has gone past its use-by date; food that has gone mouldy or rotten and food that smelt or tasted bad.

Simple LFHW messages

There are a number of key messages that the LFHW campaign promotes in order to make the most of food and save money. These include:

It pays to plan

Planning your meals is one of the best ways to cut food waste. Before you go shopping check what's in your fridge, freezer and store cupboard. Know what you are going to buy before you go shopping -write a shopping list before you head out and

stick to it – it can save time and money.

Know your dates

The 'use by' date is key in terms of food safety. Never eat food after this date. 'Best before' dates refer to quality rather than food safety. One exception is eggs – never eat eggs after the 'best before' date. You can ignore the 'display until' date, it's there to help shop staff with stock control.

Check the dates of your food regularly and use foods with the shortest dates first.

Getting to know your freezer

Freeze foods that you will not get round to eating in time.

You don't have to freeze food on the day you buy it – you can freeze it before the 'use by' date then defrost and use within 24 hours.

Savvy storage

Wrap fresh foods well or store in an air tight container once opened to keep them fresher for longer.

Always follow the storage guidance on food packs to enjoy your food at its best.

Perfect portions

Make sure you use the right portions. An averaged-sized mug is great for measuring uncooked rice – one adult portion is about a quarter of a mug. Don't worry if you cook too much food, you can freeze leftovers or eat them for lunch the next day.

Lovely Leftovers

Be creative with leftovers – visit lovefoodhatewaste.com for lots of recipe ideas.

RECOMMENDATIONS

The Lincolnshire Waste Partnership is recommended to:

1. Use the summary document where appropriate, for publicity in relation to the Love Food Hate Waste campaign in their districts.