



REDUCING FOOD WASTE



Reducing food waste

We throw away seven million tonnes of food and drink from our homes every year in the UK, the majority of which could have been eaten.

With food waste typically representing one of the largest components of household waste, it is prudent for local authorities to focus their waste prevention activities on food waste.

Keep Britain Tidy has substantial experience of supporting local Love Food Hate Waste and other food waste reduction campaigns through effective engagement with residents.



We can deliver public engagement events in areas of high footfall, where passers-by enjoy cookery demonstrations, free portions of tasty food using surplus ingredients that would otherwise have gone to waste and receive food-saving advice and tools. Since 2013, we have engaged with more than 9,600 residents at these events and more than 93% of respondents reported that they would be able to reduce food waste as a result.

Keep Britain Tidy can also support food waste reduction through waste volunteer schemes, practical Love Food Hate Waste cookery classes and bespoke initiatives.

The participating households in our North London Food Waste Challenge reduced food waste by an average of 38% and one household achieved an incredible 75% reduction

For further information, please contact **Keep Britain Tidy** at enquiries@keepbritaintidy.org

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