

## **REPORT OF THE SERVICE DIRECTOR FOR TRANSPORT, PROPERTY AND ENVIRONMENT**

### **LOVE FOOD HATE WASTE CAMPAIGN 2013**

#### **Purpose of the Report**

1. This report is to feedback on the Love Food Hate Waste campaign carried out in autumn 2012 and to outline the activities that will make up the Love Food Hate Waste 2013 campaign being run by Nottinghamshire County Council in partnership with Veolia Environmental Services, the council's waste contractor.

#### **Information and Advice**

2. Love Food Hate Waste is a national campaign run by WRAP (Waste & Resources Action Programme) to tackle the problem of food waste. WRAP is a non-profit organisation that was set up in 2000 to support recycling in the UK and developed the Love Food Hate Waste initiative in 2007.
3. WRAP research in 2007 showed that approximately a third of the food purchased by consumers in the UK was thrown away. Some of this was due to poor practices around food storage, portion sizing, meal planning etc. WRAP have also shown that this food waste can cost the average household £480 a year rising to £680 a year for households with children.
4. The Love Food Hate Waste campaign has wide support from local authorities, environmental campaign groups and the food industry. WRAP have undertaken research to discover the scale of the food waste problem and have examined consumer attitudes and behaviours towards food. They have also produced a wide range of campaign materials that are available for use by local authorities at no charge.
5. In January 2013, the Institution of Mechanical Engineers published a report about global food waste. The report outlined that "Today, we produce about four billion metric tonnes of food per annum. Yet due to poor practices in harvesting, storage and transportation, as well as market and consumer wastage, it is estimated that 30–50% (or 1.2–2 billion tonnes) of all food produced on the planet is lost before reaching a human stomach". Although the report explained that a large proportion of this was due to inefficient agricultural and production practices, it nevertheless focussed attention of the

continuing problems of food waste and “the large amounts of land, energy, fertilisers and water (that) have also been lost in the production of foodstuffs which simply end up as waste”.

## Summary of Progress

6. The County Council has supported the Love Food Hate Waste campaign since 2009, with events run by the county council’s waste management team in 2009 and 2011.
7. These campaigns have focussed on providing free advice and practical demonstrations to residents of Nottinghamshire to enable them to reduce their food waste, whilst saving money and helping the environment.
8. The campaigns were also supported digitally through social media i.e. the County Council’s twitter feed and Facebook page and the County Council website that included a range of recipes and tips and a designated Love Food Hate Waste blog.
9. In 2012, Nottinghamshire County Council’s waste management and communication teams, in partnership with Veolia, delivered 5 cookery demonstrations with Events of Excellence (an events company that specialises in promoting the Love Food Hate Waste message). The demonstrations were held at the following venues across the county:
  - Gedling Show 2<sup>nd</sup> Sept
  - Mansfield Farmer’s Market 18<sup>th</sup> Sept
  - West Bridgford Farmer’s Market 22<sup>nd</sup> Sept
  - Asda in Sutton-in-Ashfield 26<sup>th</sup> Sept
  - Newark Farmer’s Market 3<sup>rd</sup> Oct
  - Rufford Country Park Christmas Market 10<sup>th</sup> Nov
10. Ten different recipes cards were printed to give out to residents at these events. The cards showed ways of using up leftover ingredients and included helpful tips on storage, portion sizing etc. The cards also contained the [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) web address, which signposted residents to a much larger bank of recipes and food waste tips.
11. For the 2013 campaign, Veolia Environmental Services have organised a series of events that continue to promote the Love Food Hate Waste message. These will take place at the following venues:

11 -12 May	Leaflet stand	Nottinghamshire County Show, Newark
2 June	‘Feed the 1000’	Bestwood Country Park
8 June	Roadshow	Hemlock Happening, Broxtowe

15 June	Roadshow	Newark Festival
6 July	Roadshow	Ashfield Festival
7 Aug	Roadshow	Lark in the Park, West Bridgford
25 - 26 Aug	Roadshow	Moorgreen Show, Broxtowe
1 Sept	Roadshow	Gedling Show
7 Sept	Roadshow	Langwith Community Show, Bassetlaw
21 Oct	Leaflet stand	Bramley Apple Festival, Southwell

12. In addition, Veolia has already incorporated Love Food Hate Waste demonstrations into the following events:

- ReCreations Day on 9<sup>th</sup> March 2013 at the Materials Recovery Facility, where visitors had the opportunity to buy recycled, upcycled and sustainable gifts from a number of Nottinghamshire's unique producers;
- "Love Your Leftovers" cookery book launch on 21<sup>st</sup> March at Hope House, Beeston. The sustainable cookery book is made up of recipes provided by Nottinghamshire residents who attended the 2012 roadshows as well as food professionals.

## Analysis

13. In Nottinghamshire, there are currently no separate food waste collections and the Love Food Hate Waste campaign is an effective way of reducing food waste.
14. The waste hierarchy orders behaviours concerned with managing waste. In relation to food, disposal in the residual waste stream is the least favoured option as decomposing food creates harmful methane emissions in landfill. A small proportion of food waste can be recycled through the use of home composters where possible. However, it is more beneficial to prevent the creation of food waste in the first place as the production, transportation and storage of food uses large amounts of water, fuel and energy which will also be wasted if the food is wasted.



15. To help assess the effectiveness of the 2012 events, residents were asked to complete a short survey. An online version was also hosted on the Nottinghamshire County Council website during the period that the roadshows were taking place. Over a thousand visitors attended the six events and 176 surveys were completed.
16. The results of the surveys showed that:
  - 82% of survey respondents said that attending the event had made them think about how to plan food shopping/meals to avoid food wastage
  - 86% of respondents said that they would think about how they measure out portions to avoid food wastage
  - 91% respondents said that they would think about how to use leftovers to avoid having to throw them away
17. 'Saving money' and 'reducing the impact on the environment' were cited as the top two reasons that motivated respondents to minimise the amount of food their household throws away.
18. In 2011/2012 588 kilograms of residual waste per household was sent for disposal in Nottinghamshire. Food waste has been calculated to make up approximately 17% of the residual waste stream so this would be around 100 kilograms per annum per household.
19. There are approximately 350,000 households in Nottinghamshire and so this would equate to 35,000 tonnes of food waste per annum. This would cost the county council £3.5m to dispose of, based on landfill costs of approximately £100 per tonne.

20. The 2013 LFHW campaign will cost approx. £10,000. If each household were to reduce their food waste by just 300g per year, equivalent to one small loaf of bread, this would cover the costs of running the campaign.

## **Reasons for Recommendations**

21. The Love Food Hate Waste campaign has been a very successful tool for raising awareness about food wastage. It helps residents to reduce their food waste costs as well as diverting waste away from landfill, which has a significant financial and environmental cost.
22. Surveys have shown that the events are a successful vehicle for delivering the Love Food Hate Waste message.
23. The waste hierarchy shows that preventing food waste is the preferred environmental option and is more beneficial than recycling as it does not necessitate collection and transportation of food waste or energy to reprocess it.
24. Encouraging the prevention of waste in one area can inspire residents to transfer these practices to other waste streams.

## **Statutory and Policy Implications**

25. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and has been compiled after disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **Financial Implications**

26. The cost of the roadshows, recipe cards and sustainable cookery book will be met by Veolia as part of their communications budget within the council's PFI contract. The total cost is expected to be less than £10,000.

## **Implications for Service Users**

27. Residents will have the opportunity to attend a range of free cookery demonstrations delivered by Events of Excellence and celebrity chef Richard Fox. The events are spread fairly evenly geographically and are typically held on weekend day times.
28. Residents will be able to pick up free recipe cards at these events to support their efforts to avoid food waste at home. The recipe cards will also signpost residents to the [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) website where they can choose from a large bank of recipes and tips.

29. If residents begin to make changes to their food practices at home and avoid food wastage they can expect to make significant financial savings.
30. The sustainable cookery book 'Love your Leftovers' has given Nottinghamshire residents the opportunity to engage in a local response to food waste. The book is intended as a downloadable document so that residents can choose to print off their favourite recipes. However, a small number will also be printed as a hard copy.

## **Recommendation**

This report is for noting only.

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For any enquiries about this report please contact:  
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## **Constitutional Comments**

Environment and Sustainability Committee has authority to consider the matters set out in this report by virtue of its terms of reference (NAB 21.03.13)

## **Financial Comments**

The financial implications are set out in paragraph 26 of the report.

## **Background Papers**

None.

## **Electoral Divisions**

All