



## What is Love Food Hate Waste?

Love Food Hate Waste is the 'Waste Not Want Not' of the modern day, providing handy tips, advice and recipes for leftovers to help everyone waste less food.

8.3 million tonnes of food is thrown away by households in the UK every year.

Reducing food waste is a major issue and not just about good food going to waste; wasting food costs the average family with children £680 a year and has serious environmental implications too.

If we all stop wasting food that could have been eaten, the CO2 impact would be the equivalent of taking 1 in 4 cars off the road.

## Frequently asked questions

### Q: What are the aims of the campaign?

The "Love Food, Hate Waste" campaign aims to raise awareness of the need to reduce the amount of food that we throw away, and how doing this will benefit us as consumers and the environment.

The good news is that there are a few quick and easy things we can all do to reduce the amount of food we throw away

### Q: Who is WRAP?

"Love Food, Hate Waste" is brought to you by WRAP, who is also responsible for encouraging [recycling](#) and [home composting](#).

[WRAP](#) is funded by the government and works to encourage and enable businesses and consumers to be more efficient in their use of materials and recycle more things more often. This helps to minimise landfill, reduce carbon emissions and improve our environment.

### Q: How much food do we throw away?

8.3 million tonnes of food is thrown away by households in the UK every year, and most of it could have been eaten.

Some of the waste is made up of things like peelings, cores and bones, but the majority is, or once was, perfectly good food.





**Q: Why does so much food that could have been eaten get thrown away?**

The main reasons for throwing away food can be grouped in to "cooking or preparing too much" (for example cooking too much rice or pasta and it gets left in the saucepan or on the plate) or "not using food in time" - for example having to throw out fruit and vegetables because they've gone off in the fruit bowl or in the fridge, or not eating food before it goes past its use-by date.

We know that there are lots of potential reasons why food might not get eaten in time - our plans change, we forget what food we have in the cupboards, we forget to freeze or chill something to use at a later date, we lack the confidence or knowledge on how to use up our leftovers - which is where our [website](#) can help!

**Q: Tell me about date labels?**

For a full explanation, please go to [The Food Standards Agency webpages](#). In summary:

### Use-by

This is the key date in terms of safety - never eat products after this date and observe storage instructions. Check if the food can be frozen if you need to eat it at a later date. 'Use by' dates are usually found on chilled products such as cooked meats, soft cheeses and dairy-based desserts.

### Best before

'Best before' dates are usually on longer shelf life foods such as frozen, tinned or dried goods and refer to quality rather than safety. So, with these things, it's best to use your judgement. It should be safe to eat food after the 'best before' date, but food may no longer be at its best.

One exception is eggs - never eat eggs after the best before date.

### Display Until \ Sell by

Date marks such as 'display until' or 'sell by' often appear near or next to the 'best before' or 'use by' date. They are used by some shops to help with stock control and are instructions for shop staff, not shoppers.





## Q: Why does cutting food waste matter?

The vast majority of us already think throwing away good food is a dreadful waste. Hence the name of our campaign 'Love Food, Hate Waste'.

There are serious environmental implications too. The amount of food we throw away is a waste of resources. Just think about all the energy, water and packaging used in food production, transportation and storage. This all goes to waste when we throw away perfectly good food.

**Cheese is a good example** - feeding and milking the cows, cooling and transporting the milk, processing it in to cheese, packing it, getting it to the shops, keeping it at the right temperature all the time. If it then gets thrown away it will most likely end up in a landfill site, where, rather than harmlessly decomposing as many people think, it rots and actually releases methane, a powerful greenhouse gas.

If we stopped wasting food which could have been eaten, it would have the same impact on carbon emissions as taking 1 in 4 cars off UK roads.

## Q: Is home composting and food waste collections the answer?

The best thing that can happen to food is that it makes it to our plates and is enjoyed.

Avoiding throwing out food that could have been eaten will save you money and help reduce greenhouse gas emissions.

However some food waste is inevitable. Egg shells, banana skins and tea bags are never going to be on the menu.

[Home composting](#) is a great way to stop this sort of waste ending up in landfill, and our gardens will really thank us for it. See [our Home Composting website](#) for all you need to know about home composting.

If you live in an area that has [local kerbside food collection service](#), you can use this to collect anything you can't eat, or home compost. It is recycled it into a good quality soil, improver or fertilizer.

## Q: How does this issue compare to other, seemingly, more urgent issues such as cutting down packaging, CO2 emissions and air travel?

If we stopped wasting food that could have been eaten, we could have a huge impact on the environment, the equivalent of taking 1 in 4 cars off UK roads.





This could make a significant contribution to overall greenhouse gas emissions, and save us time and money.

As far as packaging is concerned, we actually throw away more food from our homes than packaging in the UK every year.

**Q: What are the grocery retailers and food brands doing about this?**

Most of the major supermarket retailers in the UK welcome the campaign and have committed to work with WRAP to identify ways they can help us, their customers, to reduce the amount of food thrown away. This might be through providing more information (recipes, how to store food better etc), the types of products sold (ranges of portion sizes, resealable packaging etc), the way food is sold (e.g. "half price" rather than "two for one" on food that goes off quickly) and so on.

**Q: Where do all of these facts come from?**

WRAP has carried out research into food and drink waste, which tells us how much and what types of foods and drink are being thrown away, the reasons why and about people's attitudes and behaviours to food and food waste.

**Q: Aren't you just going to add to the obesity problem in the UK by encouraging people to eat more?**

Love Food Hate Waste is not about eating more, it's about wasting less.

The problem of obesity is very serious. Because of this we are working with Department of Health and other bodies to make sure our advice on food reflects theirs. For example, our campaign website features easy to follow portioning advice.

**Q: Isn't there a risk that your campaign will undermine the messages on 5-a-day or eating more fruit & veg?**

Our research tells us that fruit and vegetables are being thrown away in large quantities. Love Food Hate Waste is all about making the best of the food we've bought, and we have a wealth of advice on our website, including storage tips to keep food fresh for longer, and recipe ideas, to help us eat the fruit and vegetables we buy, and not waste them.





## Q: Where can I find out more?

Visit the [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) website for tips, recipes and much more. Alternatively, you can email or call the Helpline if you have any questions on 0808 1002040.

## Q: What more can I do?

The rubbish we throw away, the homes we live in and the cars we drive all emit carbon dioxide emissions, the main green house gas to cause climate change.

To find out further ways you can reduce your carbon footprint we've provided links to other useful sites.

## Recycle Now

When we recycle, used materials are converted into new products, reducing the need to consume natural resources and using considerably less energy than producing new products from raw materials. Recycling also reduces the amount of rubbish sent to landfill sites, there are over 1,500 landfill sites in the UK, and in 2001, these sites produced a quarter of the UK's emissions of methane, a powerful greenhouse gas.

For easy tips on how to start recycling log on to <http://www.recyclenow.com/>, where you'll find useful information on what can be recycled and where, plus much more to help you recycle more!

## Act on CO2

Ever wondered what your carbon footprint is? Now you can find out with the 'Act on CO2 calculator', an easy to use tool which will calculate your carbon footprint and show you how you can tackle climate change.

Log on to <http://actonco2.direct.gov.uk/index.html> today and start reducing your carbon dioxide emissions.

## Energy Saving Trust (EST)

Find out how you can make some simple energy saving home improvements, save money, improve the comfort of your home and help fight climate change by logging on to the Energy Saving Trust (EST) website <http://www.energysavingtrust.org.uk/>

On the site you'll also find information on power saving measures, reducing your homes carbon dioxide emissions and details on how you can get a free home energy report.





## Waterwise

Did you know that waiting for the tap to run cold when filling a glass with water can waste more than 10 litres a day?

For more water efficiency facts and handy tips on how to reduce the amount of water you waste visit <http://www.waterwise.org.uk/>

## Together

There are lots you can do to help fight climate change today. For easy tasks and energy-saving offers, log on to <http://www.together.com/> Start using your own Togetheriser to track how well you're doing.

