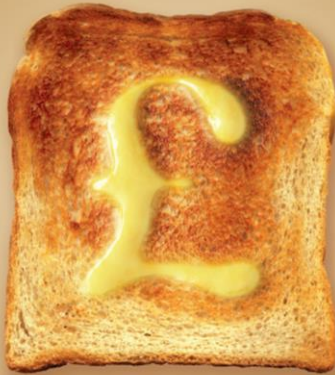


# It's easy to save a few £'s



## FOOD LOVERS save money

You can save up to £50  
a month by throwing  
away less food.

LOVE  
FOOD  
hate waste .com

West London Waste  
*Let's be resourceful*

Over the last 5 years a lot of research has been carried out looking at food in rubbish bins. This national and local research means that we now know:

- For every 5 bags of shopping bought, the content of 1 is thrown away
- In West London approximately 30% of the rubbish by weight is food
- You pay 3 times for your food if you throw it away
  - 1) You buy it
  - 2) Pay to store it, prepare it and cook it (your time and energy)
  - 3) Pay to have your rubbish and recycling collected and then sent for disposal through your council tax

In West London over £7million is spent disposing of the food waste in black bags. Nationally, around £12 billion of food is thrown away each year, costing the average family £50 a month to buy.

This presentation contains handy tips and ideas to reduce the amount of food that's thrown in the bin and save you money.

***The figures used in this presentation are correct at 31 October 2013, for the latest figures visit <http://www.wrap.org.uk/content/household-food-and-drink-waste-uk-2012>.***

# Sometimes you throw away food

## It happens to everyone

What food have you thrown away in the last month because it was mouldy, out of date or left on the plate after dinner?



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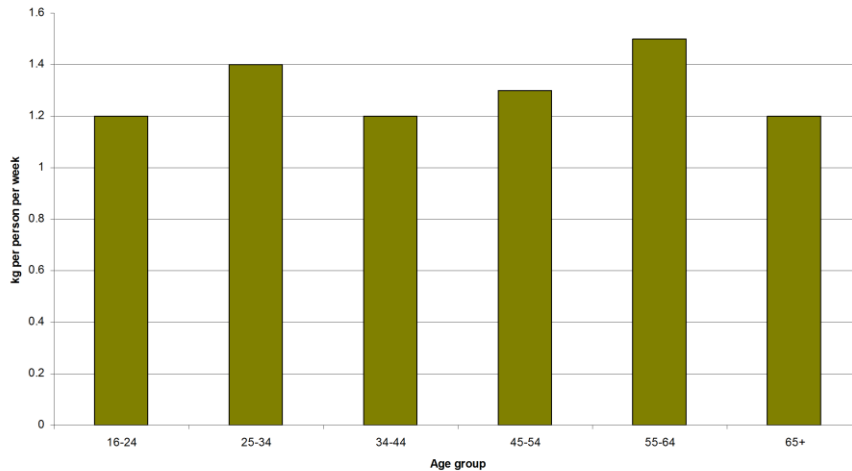
What food you throw away and how much is different for everyone.

When you heard this presentation given by a member of the WLWA Waste Prevention Team they will have told you something they've thrown away over the last 2 weeks or something they have difficulty using up. Someone else in the audience may also have explained their food 'oops' moment and you could all have shared tips to stop food ending up in the bin.

7.2 million tonnes of food is thrown away in the UK every year. 84% of people think they do not throw away any food. To find out if you do throw away any food try keeping a food waste diary (download one from our website <http://www.westlondonwaste.gov.uk/lovefood>).

But which age group throws away the most food?

# We all throw away food



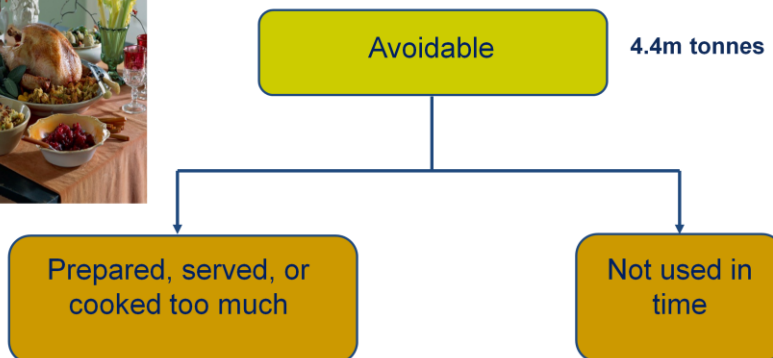
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This graph probably isn't what you expected. Within each age grouping there will be people who throw away more and other less than this average, but it's surprisingly even across the age groups. There is only a 300g difference between the lowest and highest weights – try weighing a few food items at home to get an idea of what it actually represents as it could be as little as 2 bananas.

Why do you think the 55-64 age group throws away more? No one knows for sure but we think it could be because the children have just left home and they haven't yet adapted to cooking smaller amounts or because the mortgage has been paid off and there's suddenly more disposable income so eating out happens more often as a spur of the moment activity.

But generally, why is food thrown away?

# Why is food thrown away?



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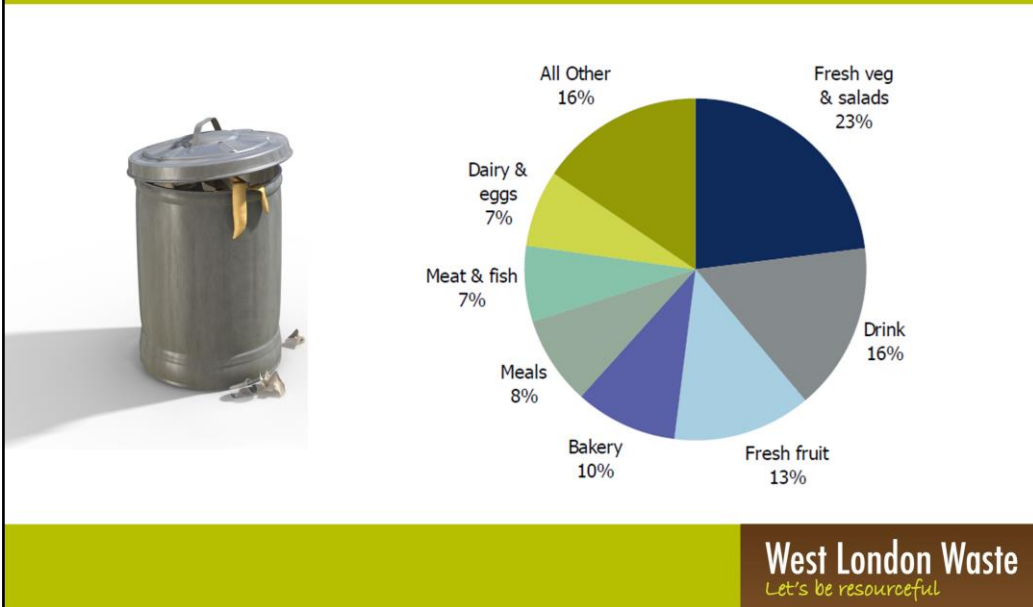
Overall in the UK each year the amount of food thrown away weighs 7.2 million tonnes. It's worth around £12 billion at current food prices. Some of the food items cannot be eaten (potato peelings, orange rind etc) but 4.4 million tonnes of it could have been eaten if it had been made in to a meal before it went off, or passed the use by date or the right amount had been cooked or leftovers had been used as ingredients for another meal.

## But why do we throw this food away?

- Preparing too much - If you're used to cooking a certain amount (say 2 children at home) but not everyone is home for dinner (perhaps 1 child has left for university) you could peel too many potatoes or carrots
- Serving too much - The size portion you eat is different to the one eaten by your friend and you put the same amount on both plates or your son eats a whole tomato but his friend doesn't like them very much and will only eat half
- Cook too much - You're not sure how much spaghetti or rice you need and just pour it in to the saucepan, when it's cooked there's too much
- Not used in time - You buy a packet of minced beef with a use by date of this Friday, but your husband/wife surprises you with takeaway tomorrow and you're eating at your in-laws on Thursday and on Friday you feel like pizza so the mince doesn't get eaten.

Can you think of examples of when this has happened to you? But what foods are actually thrown away – let's take a look...

# All sorts of food is thrown away



As you can see in the pie chart the items that make up the largest proportions of food waste are fresh veg & salads followed by drink and fresh fruit. When you heard this presentation given there was discussion about why these items were thrown away. Here are some of the possible reasons:

## Fresh veg & salad

- We know should eat these so we buy them but don't change our habits and eat them more often
- BOGOF offers and we don't get round to using them in time
- Some plastic wrappings make them sweat and go soggy, soft or mouldy (after you open a bag add a small piece of kitchen roll, it absorbs moisture and will give salad leaves a few extra days before they turn slimy). A report published by Tesco in October 2013 suggests that 35% of bagged salad taken home is thrown away.

## Drink

- Drinks are poured and not drunk because they're forgotten about or go cold
- Open large bottles of fizzy drinks go flat before they're drunk
- Don't quite finish the bottle of wine and it tastes funny when you get round to drinking it (freeze wine/beer/cider in ice cube trays and add the cubes to stews, casseroles, other dishes when you're cooking)

So we know the percentages but what does this actually mean for numbers of items thrown away, here's a few for you...

## How many portions are thrown away every day?



**2 million  
or  
2,000,000  
every day**

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Is 2 million higher, lower or about equal to what you would have thought?

Here's a few tips to help you avoid throwing tomatoes away:

- Store whole tomatoes in the fridge
- Take them out the fridge about 30 minutes before eating to increase the flavour
- If you have over-ripe tomatoes blitz them with a food processor and put them into ice cube trays to freeze for later when you need tomatoes
- If you need to ripen up tomatoes put them on a warm window sill in light
- Try cooking fried green tomatoes
- Don't use them to garnish sandwich platters

What about potatoes – how many of those are thrown away?

## How many portions are thrown away every day?



**5.3  
million or  
5,300,000  
every day**

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*Let's be resourceful*

Is 5.3 million higher, lower or about equal to what you would have thought?

Here's a few tips to help you avoid throwing potatoes away:

- If you know you don't eat many try to buy them loose or plan when you're going to eat them and only buy them then
- Store them in a cool, dark place in a fabric bag – don't put them in the fridge
- Cut off any sprouting bits and then cook them, sprouts don't mean they can't be eaten

Apples next – how many of those are thrown away?

## How many portions are thrown away every day?



**4.1  
million or  
4,100,000  
every day**

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Is 4.1 million higher, lower or about equal to what you would have thought?

Here's a few tips to help you avoid throwing apples away:

- Store them in the fridge not the fruit bowl – they'll last about 2 weeks longer if you do
- If apples are soft use them in smoothies or desserts and you'll not taste the difference between firm and soft
- Use up apples in a variety of dishes including smoothies (<http://england.lovefoodhatewaste.com/recipes/stripy-multi-fruit-smoothie>), fruit crumble with oat topping (<http://england.lovefoodhatewaste.com/recipes/crunchy-fruit-and-oat-crumble>) and fruit bowl buns (<http://england.lovefoodhatewaste.com/recipes/fruit-bowl-buns>). Lots more ideas online.

What about bananas – how many of those do you think?



## How many portions are thrown away every day?



**1.7  
million or  
1,700,000  
every day**

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Is 1.7 million higher, lower or about equal to what you would have thought?

Here's a few tips to help you avoid throwing bananas away:

- Don't put bananas in the fridge – they'll go brown more quickly
- Freeze bananas you won't get round to eating – you could freeze them whole (either in or out of their skin), in slices, pureed in ice cube trays or after you've made them into a smoothie and put it in a small plastic bottle in the freezer
- Cook with them, try these recipes for cake (<http://england.lovefoodhatewaste.com/recipes/fairtrade-banana-cake>), milkshake (<http://england.lovefoodhatewaste.com/recipes/banana-and-peanut-milkshake>) and pancakes (<http://england.lovefoodhatewaste.com/recipes/banana-and-yogurt-pancakes-apple-and-berry-compote>). There's more ideas in recipe books and online.

Last one – what about eggs?

## How many portions are thrown away every day?



**1.3  
million or  
1,300,000  
every day**

**West London Waste**  
*Let's be resourceful*

Is 1.3 million higher, lower or about equal to what you would have thought?

Here's a few tips to help you avoid throwing eggs away:

- If eggs are almost at their best before date and you won't eat them in time you can cook them and leave them in the fridge for a couple more days
- If you're not sure whether the egg has gone off or not try the sink/float test – put it in a jug of water and if it FLOATS you should throw it away
- Freeze eggs (yes you can!). Separate the white and yolk and put them in separate containers in the freezer – label them so you know how many whites or yolks are in them. Or crack them and freeze whole.
- If you like baking, use eggs you won't eat in time to make cakes and then freeze the cakes to eat later!

## How much could you save each month?

In financial terms...

UK householders are throwing away £12 billion worth of good food and drink every year.

- **£480 per household per year**
- **£680 per household with children**
- **Savings of up to £50 a month**



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Research published in 2011 showed that in financial terms householders could save up to £50 a month by reducing the amount of food they throw away. Each household is different but if that was the case what would you buy with that £50?

Perhaps a computer game, a ticket to a West End show, save up for a new fridgefreezer or perhaps a spa weekend...

Continue reading for more ideas about how you can start saving money...

# It Pays to Plan

## A shopping list



## Meal Planner

Monday	Tuesday
Wednesday	Thursday
Friday	Saturday

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## Do you make a shopping list?

Some of you do, some don't but here's why making a list can help you reduce food waste and save money

- Saves you time – if you know what you need you don't waste time going up and down the aisles and standing in front of food wondering if you've got some at home and if you get the shopping in one go using a list you can save more time by avoiding multiple trips for one or two items in one week
- Know what you have in the house – have you ever gone home with something and found you already had more than you thought? If you've already got a full bag of salad and take another one home after shopping the chances are good that most of one bag will get thrown away
- Only buy what you need – similar to not taking home things you already have, there's only so many tins of chopped tomatoes you can store and buying the food is costing you money you needn't have spent
- Reduces temptation of special offers – you might still be tempted but if you know you've already got some do you really want to spend money on more right now, it's particularly good when buying perishable items
- Someone else can do the shopping!

## **How about planning your meals – do you do that?**

It's another way to reduce waste

- You can use your planner to write your shopping list, avoid starting to cook something and change part way through the recipe because you're missing an ingredient of 2
- Plan your meals to use up food that's about to go off, avoids the need to throw it away and reduces your shopping bill this week
- It might take 20 minutes on a Monday to plan for 3 days but that will be quicker than standing in front of the fridge/cupboard everyday trying to work out what you've got ingredients for and feel like eating
- Helps get family members in the habit of starting cooking when the main Chef isn't home and they'll use the ingredients you need using up rather than the item you've been saving for a special treat

If you want to know more visit our website <http://westlondonwaste.gov.uk/reduce-waste/food/make-a-plan/>

# Know your Dates

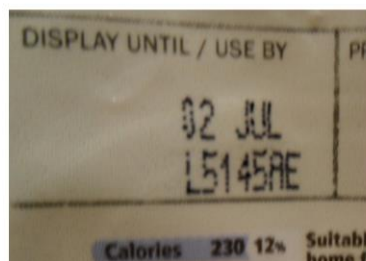
## Best Before

Foods with a best before date should still be safe to eat, but they may no longer be at their best.



## Use By

This is a safety date. You can eat and freeze food up to and on the use by date but not afterwards.



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**Every food item that is packaged will have a date on it. Do you know the difference between the types of date?**

There are four types of date that is on packaging – sell by, display by, best before, use by. The only ones you need to know what they mean are best before and use by.

Would you eat food that has passed its best before date? A good example is croissants; they taste different after the best before date but are still good enough to eat. It is a guideline about food taste and some people prefer the taste after the date has passed. Other products with best before dates include bread, crisps and chocolate bars.

Would you eat food past its use by date? It is a safety date there to protect people from food poisoning. Perishable products have use by dates on them – e.g. meat and fish products, dairy products. However, one exception is eggs which have a best before but it's actually a use by date – confusing we know! On eggs the best before date is the safety date.

# Savvy Storage



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**There's so much we could have told you about savvy storage...**

We've got lots of information on our website

<http://westlondonwaste.gov.uk/reduce-waste/food/savvy-storage/> and  
<http://westlondonwaste.gov.uk/reduce-waste/food/fresher-for-longer/>.

Here's a few of the highlights from the presentation:

- The fridge and freezer are the best storage items you can have in your kitchen
- Fridge temperature – keep at 5 degrees, apples last 2 weeks longer in the fridge than the fruit bowl
- What not to store in fridge – Bread, bananas and pineapples as they go off more quickly
- Freezer – remember to label everything to avoid dinner disasters and most things can be frozen, take a look in books and online for details
- Airtight containers – divide into portion sizes in them, they're great as keeping things fresher for longer e.g. cheese and you don't need to spend lots of money on them, re-use containers e.g. margarine and ice cream.

# Perfect Portions



- How many do I peel?
- How much do I cook?
- How much do I serve?



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**Getting your portions right can be difficult as they vary according to people and appetite.**

## **How many do I peel?**

Potato - I would cook 1 for me, but I have no idea what you would eat.

## **How much do I cook?**

If you are cooking for you and your family, you know their appetite; therefore you know how much to cook but if you have guests it's worthwhile asking about portions before you start cooking. You could also look at the portion calculator on LFHW <http://england.lovefoodhatewaste.com/portions/everyday> which tells you the recommend portion sizes for children and adults for various food types.

**How much do I serve?** - Try letting people serve themselves instead of serving up portions, therefore you can save the uneaten portions in the dish for lunch or tomorrow's dinner

If you have made too much food, no need to let it go to waste, turn it into something else!

For more ideas to work out your perfect portion visit our website  
<http://westlondonwaste.gov.uk/reduce-waste/food/portion-perfect/>



# Lovely Leftovers

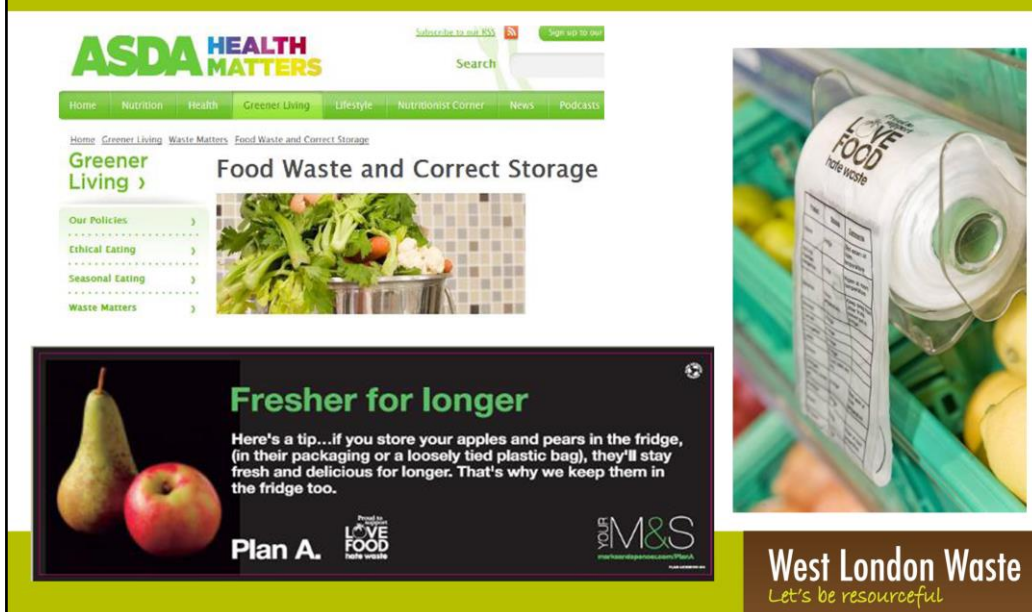


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**It can be difficult to think of different meals to make with leftovers. But there is plenty of information out there that you can use to inspire you.**

- Supermarket magazines – they have recipes and tips about food
- Food labels – often have recipe ideas on them
- Library – they have a wide selection of cookery books you can try out
- Internet – [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com), BBC good food, Save with Jamie on Channel 4 are just some examples
- Friend and family – you may be surprised by how much cooking some of them do and how many ideas they have...
- TV programmes – lots and lots of hours on every week!

# There's lots of ideas to help



The image shows a screenshot of the ASDA Health Matters website and a photograph of a food waste bin. The website has a green header with the ASDA Health Matters logo and navigation links: Home, Nutrition, Health, Greener Living, Lifestyle, Nutritionist Corner, News, and Podcasts. Below the header, there's a search bar and a section titled 'Greener Living' with sub-links: Our Policies, Ethical Eating, Seasonal Eating, and Waste Matters. The main content area is titled 'Food Waste and Correct Storage' and features a photo of fresh vegetables. Below this is a banner for 'Fresher for longer' with a tip about storing apples and pears in the fridge. The banner also includes the Plan A logo and the M&S logo. To the right of the website screenshot is a photograph of a white food waste bin with a green lid, placed in a supermarket aisle. The bin has a label that says 'FOOD waste' and a list of items that can be disposed of there.

**ASDA HEALTH MATTERS**

Home Nutrition Health Greener Living Lifestyle Nutritionist Corner News Podcasts

Search

Home Greener Living Waste Matters Food Waste and Correct Storage

**Greener Living**

- Our Policies
- Ethical Eating
- Seasonal Eating
- Waste Matters

**Food Waste and Correct Storage**

**Fresher for longer**

Here's a tip...If you store your apples and pears in the fridge, (in their packaging or a loosely tied plastic bag), they'll stay fresh and delicious for longer. That's why we keep them in the fridge too.

**Plan A.** **LOVE FOOD** **M&S**

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Retailers are more and more aware of the different ways they can help their customers.

There are often adverts in store and in the supermarket magazines. Have a look at some of the retailer websites and see what you can find.

# Food shops are helping too



Food brands and producers have been doing a lot behind the scenes to reduce food waste, a few examples include

- Loaves of bread with fewer slices to combat the amount of bread that goes mouldy before it's eaten - Kingsmill shown above
- Packaging is changing – it's lighter than it used to be and includes helpful features like zip locks to keep wraps airtight to stop them going stale as quickly or on packets of cheese to reduce hard bits and mould
- Packaging isn't a bad thing on some products – a cucumber in plastic – lasts 7 days longer than if not in plastic.

If you know of more examples please tell us.

Just remember that 50% of all the food thrown away is from homes. (7.2million tonnes) and under 3% is from retail and distribution sectors (supermarkets – 0.37 million tonnes).

Only one more slide to go...

## Want to find out more?

- [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com)
- [www.westlondonwaste.gov.uk/lovefood](http://www.westlondonwaste.gov.uk/lovefood)
- Borrow cookery books from the library
- Watch TV cooking programmes
- Look for recipes on the internet
- Ask friends and neighbours for their ideas
- Ask us to talk to a local group
- Visit our information stand at events

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We will give talks to groups, we attend community events, stand at information stalls in supermarkets and do various other activities to help make reducing food waste really easy. Find out more about what we do

<http://westlondonwaste.gov.uk/take-action/work-with-us/>.

Get in touch to organise a talk – email [info@westlondonwaste.gov.uk](mailto:info@westlondonwaste.gov.uk) or call 020 8814 9801.