

# We're Putting an End to Food Waste with Zero Waste Week!

Zero Waste Week tackles food waste head on

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## Press Release

(for immediate release)

### Tackling food waste starts today - in your home and business

From 7-11<sup>th</sup> September, people across the UK are being challenged to reduce the amount of food they throw away. Zero Waste Week will ask people to think twice before throwing any food in the bin, to help save money, protect the environment, and preserve resources.

Celebrating its 13th anniversary, Zero Waste Week is asking people to rise to the challenge of filling bellies, not bins!

With one third of all food produced on the planet wasted, one in nine people going to bed hungry and a worldwide recognition that we need to reduce food waste by 50% in just ten years, it's time to take action. [1]

Rachelle Strauss, founder of Zero Waste Week said: "It's clear that the Great British Public has a growing concern about the effects of food waste and my aim is to illustrate how a Zero Waste lifestyle is one of the easiest ways to tackle this issue within your home and business. Businesses, governments and citizens can make a huge difference and I look forward to building on the success of previous campaigns."

Max La Manna, zero waste vegan chef, author and presenter for BBC Earth added "It's about time we put our focus on the food waste crisis. No small action goes unnoticed, so look in your cupboard or fridge and cook the food you have before buying more, save your leftovers and eat them too and don't forget to donate surplus food to those in need. The small changes we make will lead to a bigger impact."

Dr Marcus Gover, CEO of WRAP said, "Reducing the food we waste is an environmental imperative. Our recent research shows that although 81% of people say they are concerned about climate change, only 37% recognise how wasting food contributes to it. There are some really simple steps that can prevent food from being wasted, meaning we all have the opportunity to make a positive change every day. For example – just not wasting bread would save the same amount of CO2e as is generated by over 500,000 return flights from London to New York."

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Helen Lederer, founder of the Comedy Women in Print Prize, said "Join in with this year's Zero Waste Week to discover there IS such a thing as a free lunch, as well as my own tasty luncheon variation – yumpty"

-Ends-

## Notes to Editors

For further information contact Rachelle Strauss on [zerowasteweek@gmail.com](mailto:zerowasteweek@gmail.com).  
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- Zero Waste Week is an award-winning annual campaign to encourage householders, businesses and community groups to increase recycling, reduce non-recyclable landfill waste and participate in the circular economy –in alignment with the Sustainable Development Goals. Zero Waste Week was founded in 2008. As well as the annual awareness campaign, we help householders, businesses, organisations, schools, universities and community groups throughout the year to waste less with products and services such as guides, talks, workshops and consulting.
- It's free to participate. Daily emails will be sent out during the week and interested parties can sign up here: <https://www.zerowasteweek.co.uk/>
- Zero Waste Week was recognised by Rt Hon Theresa May as a 'Point of Light' <https://www.pointsoflight.gov.uk/zero-waste-week/>
- References: [1] <http://www.fao.org/sustainable-development-goals/indicators/1231/en/>

## 10 ideas your readers can try today

1. Only buy food you need – take an inventory before shopping
2. Search for recipes that help you use up leftovers
3. Create an 'eat me first' shelf in your 'fridge
4. Set up and use a compost heap for unavoidable food waste

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5. Learn about portion control – how much can you really eat?
6. Teach yourself about the difference between 'best before' and 'use by' dates
7. Research foods that can be frozen and use your freezer to extend the life of food
8. Serve from dishes rather than plating up, so uneaten food can be used the next day
9. Learn how to store foods properly – keep potatoes out of the light, bananas away from other produce & weevils out of your flour!
10. Sign up to a food sharing app