

# News Release

6<sup>th</sup> November 2007



## Peterborough householders urged to make a difference in the Love Food, Hate Waste campaign...

**A new campaign launched by WRAP (Waste & Resource Action Programme) has revealed that we are throwing away a staggering third of the food we buy in the UK. Peterborough residents are urged to help make a difference in the Love Food, Hate Waste campaign.**

A new Government backed campaign that reveals we are throwing away a staggering third of the food we buy in the UK – most of which could have been eaten – has been launched. The astonishing statistic follows research undertaken earlier this year by WRAP (Waste & Resources Action Programme) which shows that for every three bags of shopping we bring home, we effectively put one straight in the bin. WRAP believes that action on food waste would deliver big environment benefits.

‘It is sad that so much food is being wasted needlessly’ says Dr Liz Goodwin, WRAP Chief Executive. ‘At a cost of £8 billion a year, it’s a serious issue that not only impacts the environment but our pockets too. The ‘Love Food Hate Waste’ campaign has been created to raise awareness of the issue with consumers and provide information on what simple steps can be taken to combat the problem, which has a significant environmental impact.’

Chief Executive of Peterborough Environment City Trust Hugh Cripps is backing this campaign, he explains, ‘Most of the food thrown away ends up in landfill where it produces methane, a highly potent greenhouse gas. However, this is only part of the picture. You also have to consider all the embedded energy used to produce, package, transport and deliver the food to our homes which produces the equivalent of at least 15 million tonnes of carbon dioxide every year.’

Hugh continues, ‘Peterborough is one of only four Environment Cities in the UK, and is aiming to become the UK Environment Capital. Peterborough more than any other UK city should take up the challenge to Love Food, Hate Waste. If we could halt the amount of food being wasted in this way, we would make a big impact – according to WRAP the same as taking 1 in 5 cars off UK roads.’

WRAP’s research has revealed that 90% of consumers are completely unaware of the amount of food they throw away. However once attention is drawn to it people are surprised and keen to take action. Practical advice on how to reduce food waste through preparation, storage, portioning and recipes can be found at [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com).

Ainsley Harriott, the popular TV chef is supporting the campaign, along with several other chefs and well known celebrities: ‘The amount of food we throw away is criminal and we all need to take action and start changing our behaviour. That’s why I’m supporting Love Food Hate Waste,’ he says. ‘This campaign is aimed at everyone. You don’t have to be a chef to know how to cut down on food waste, you just need to care about your food and your pocket and the rest will follow.’

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### Notes to Editor

1. **Peterborough Environment City Trust (PECT)** is a charity set up following Peterborough’s designation as a UK Environment City. PECT carries out research and implements practical projects to protect and improve the environment. Our mission at PECT is to lead and support the city in delivering growth and regeneration in a truly environmentally sustainable way. As a successful charity we work with a wide variety of stakeholders to make a difference for our environment – through innovation, enterprise and

commitment to action on the ground. PECT has a strong track record of delivering projects of regional and national significance. It has a staff of 29 working on initiatives from green spaces to business environmental management to sustainable communities and lifestyles.

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