

Love Food, Hate Waste (United Kingdom)

	Country	United Kingdom
	Type of prevention measure	Awareness raising campaign
	Geographical level of implementation	National
	Date of implementation	2008
	Type of waste	Food Waste

According to a report published by WRAP in 2008, one third of the food we buy is wasted. In order to help consumer reduce this amount, WRAP has launched the “More Food, Less Waste” website, featuring practical advice and tips to help people make the most of the food they are buying, and waste less of it.

Context

The Waste and Resources Action Programme (WRAP) launched The Food We Waste report in May 2008, which found that UK households throw away 6.7 million tonnes of food every year, roughly a third of everything we buy. This represents a cost of about £10 billion per year for households (buying and cooking food that is then thrown away).



Objective

Since May 2008, WRAP's consumer-facing ‘Love Food Hate Waste’ campaign has aimed to encourage behavioural change. WRAP is working with the UK grocery sector, food industry, Government and organisations such as the Food Standards Agency, to develop practical solutions and improved communications to make it easier for consumers to get the most from the food they buy, and to waste less of it.

Means

The practical advice provided includes:

- A meal planner and a portion calculator
- Tips for good storage of food
- Recipes for cooking with leftovers

Results

Since the launch of the Love Food Hate Waste campaign in 2007, WRAP claims that 1.8 million UK households are taking steps to cut back on the amount of food they throw away, resulting in an overall saving of £296 million a year, stopping 137,000 tonnes of food being thrown away.

“The campaign has helped 1.8 million UK households prevent over 130,000 tonnes of food waste since 2007.”

However, WRAP's research also shows that 84% of UK citizens still feel they do not waste significant amounts of food - therefore the campaign's aim is to continue to raise awareness of the issue, alongside the personal and financial benefits of wasting less food.

Further Information:

WRAP: www.wrap.org.uk

Love Food Hate Waste Campaign website:

www.lovefoodhatewaste.com