



# An Introduction to Love Food Hate Waste



# What is Love Food Hate Waste?



In 2007 WRAP launched the LFHW programme which helps UK households recognise and tackle food waste. Since its launch, millions of people have responded, saving around £1.5 billion worth of food.

The programme launch brought the issue of food waste to the fore - around 8 million tonnes of food and drink wasted per year, around £12 billion cost to households and the environmental consequences.

Love Food Hate Waste works with retailers and brands, local authorities, businesses, community and campaign groups to help promote the LFHW message by providing resources such as well-researched tips, recipes, messages, creatives and consumer insights. LFHW is based on extensive research and evidence to help our partners get involved with confidence

Retailers and brands have already helped their customers reduce food waste, for example Sainsbury's 'Love Your Leftovers' and Morrison's 'Great Taste Less Waste' campaigns, the introduction of improved labelling (removing 'display until' dates from their products), pack sizes that are better suited to today's households and promotions that give consumers more flexibility to use up the food they buy.

Local authorities have widely promoted LFHW with cookery demonstrations, workshops and community action.



shelf talker



retailers own programme



consumer leaflet



in store magazine



mushroom bag

# What is Love Food Hate Waste?



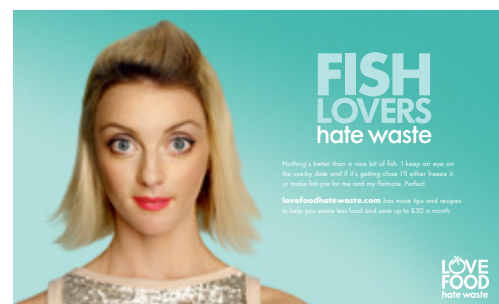
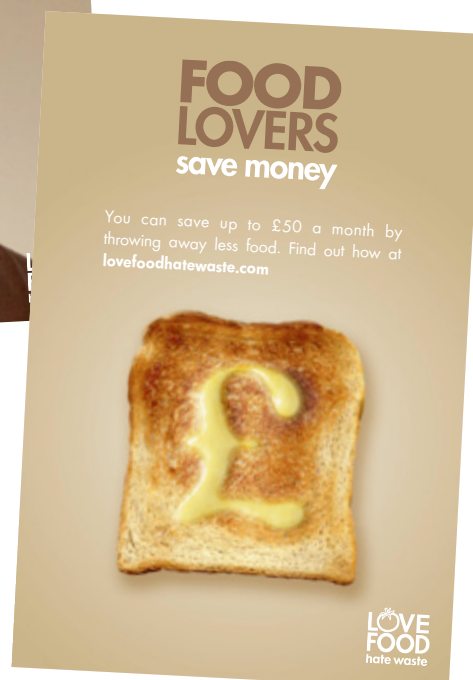
The creatives available include a range of approaches. The food lovers is a 'solutions' based approach to assist people to get the most out of the food they love, giving tips on how to adopt everyday waste reducing food habits. The people portrayed in these creatives love the food type they represent so much they have started to look like them!

A second approach concentrates on raising awareness of the benefits of reducing food waste and the creatives carry images of popular foods along with money-saving messages. Research shows this is still the most important motivation for people to reduce food waste.

## Behaviours

Love Food Hate Waste promotes the following behaviours to reduce food waste:

- Check what is in the cupboard, fridge and freezer before going shopping
- Know what you are going to buy before you go shopping
- Plan meals in advance
- Check the dates on food regularly and use foods with the shortest date first
- Freeze foods you will not get round to eating in time
- Measure portion sizes to help avoid cooking or serving too much food
- Be creative with using up leftovers (most leftovers will keep for two days in the fridge if they are well wrapped, apart from rice)
- Use the fridge to extend the shelf-life of fruit and vegetables
- Wrap fresh foods well or store in air-tight containers once opened



The issue of food and drink waste has moved up the political and social agenda in recent years. This, in part, has been spurred on by research which WRAP has carried out into the amount and types of food and drink wasted in the UK.

Research suggests that in the UK as a whole we waste approximately 11 million tonnes of food per year. Householders are responsible for around 7.2 million tonnes and the food and drink supply chain wastes at least 3 million tonnes\*. The Love Food Hate Waste programme drives consumer behaviour change at a household level, whilst other programmes within WRAP continue to work with industry to increase capacity for recycling food waste and reduce supply chain waste.

Approximately two-thirds of all food and drink waste is avoidable - food and drink that was edible at some point prior to being thrown away (for example a slice of bread, an apple or a slice of ham). The remaining third is split equally between possibly avoidable - food and drink that some people eat and others do not (for example bread crusts and potato skins) and unavoidable food waste - food or drink that is not edible under normal circumstances (for example meat bones, egg shells, pineapple skin and tea bags).

## So who wastes food?

We all waste food, although few admit it and fewer still recognise the scale.

### Analysing the main reasons why people throw away food waste can give us valuable insights:

**Cooking, preparing or serving too much** – includes cooking too much and not knowing what to do with the leftovers; serving too much on plates which ends up being thrown away; spoiling food during preparation.

**Not used in time** – includes food that has gone past its use-by date; food that has gone mouldy or rotten; food that smelt or tasted bad.

## Top 10 wasted food items (ranked by weight)

- |                                    |                            |
|------------------------------------|----------------------------|
| 1. Mainstream bread                | 6. Apples                  |
| 2. Homemade and pre-prepared meals | 7. Fruit juice & smoothies |
| 3. Milk                            | 8. Pork/ham/bacon          |
| 4. Potato (fresh)                  | 9. Cakes                   |
| 5. Carbonated soft drinks          | 10. Tea                    |

\* Source: "Waste arising in the supply of food and drink to UK households" WRAP March 2010

All types of **food** are **wasted**, but the most prominently wasted foods by weight are **fresh fruit and vegetables**, which make up almost a quarter of the wasted food and drink. Others include drinks (16%) and bakery (13%).



The **greenhouse gas emissions** associated with avoidable food and drink waste is the equivalent of approximately **20 million tonnes of carbon dioxide** per year - which is the equivalent of around **1 in 5 cars** on UK roads. It is not just the methane that is released when the food goes to landfill that is the problem but also the **energy spent producing, storing and transporting food**.

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The **cost** to UK households of **wasting** avoidable food and drink is around **£12 billion per year**. To the average household that means around **£480 per year**, and for households with children the cost increases to around **£680 a year** households, by reducing food and drink waste, can save **approximately £50 per month**.

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# Want to get involved?

You can either use the Love Food Hate Waste material and messages as presented on the website - [lovefoodhatewaste.com/partners](http://lovefoodhatewaste.com/partners) or create your own campaign based on our research and our communications support.

## Examples of LFHW in action:



trolley message



shelf talker message



basket message

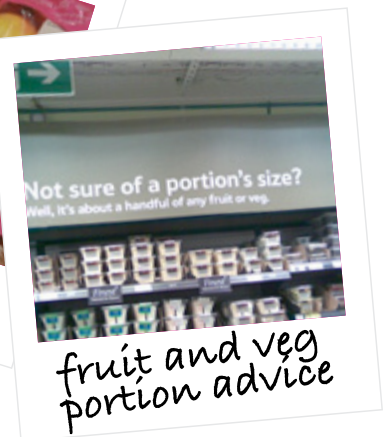
useful tips in store magazine



storage information



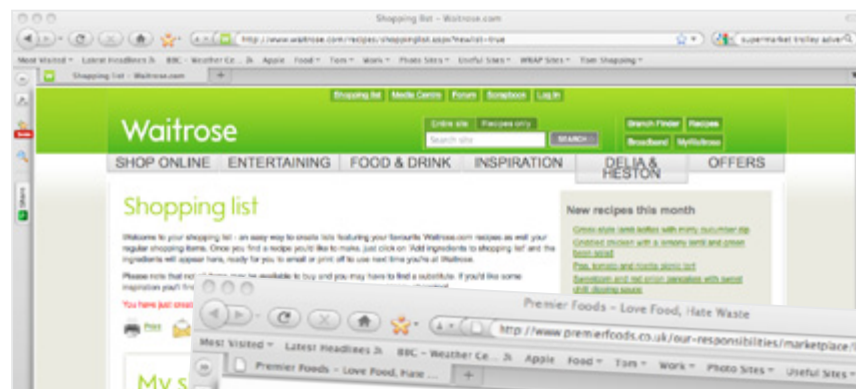
useful tip printed on bag



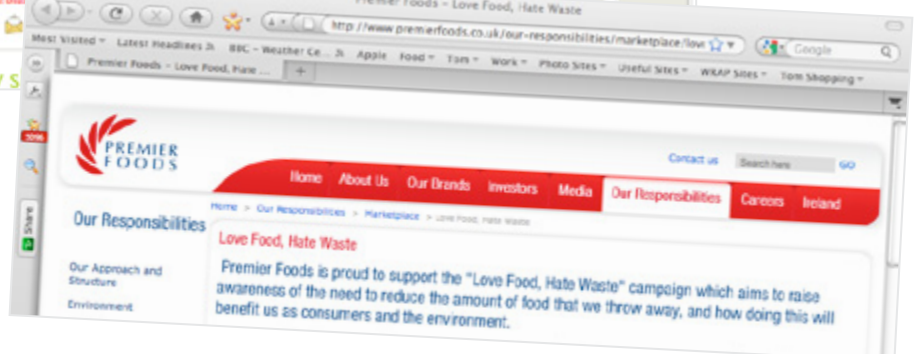
fruit and veg portion advice



consumer leaflet with useful tips



digital options with useful tips online



# Welcome to Love Food Hate Waste

Examples of LFHW in action:



billboard



fishmonger



grocer



devon show



refuse truck

- A campaign calendar of themes for each month:
  - Creatives - artwork for posters, leaflets, recipe cards, adverts, logos
  - Ideas for merchandise - spaghetti measurers, aprons, shopping lists etc
  - Radio ads - recorded and scripts
  - Recipes - seasonal and festive, including using leftovers and batch cooking
  - tip cards on planning, portioning, food storage especially using the fridge, freezer and date labels
- Editorial copy
- Community toolkit to support you working in the community

To download the resources please visit  
[lovefoodhatewaste.com/partners](https://lovefoodhatewaste.com/partners)

**Love Food Hate Waste in the UK**  
[lovefoodhatewaste.com](https://lovefoodhatewaste.com)

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