

Monday 4th June 2018

OZHARVEST URGES CONSUMERS TO FIGHT FOOD WASTE WITH NEW CAMPAIGN

On World Environment Day (June 5th), OzHarvest will launch a new campaign to *Fight Food Waste* targeting the biggest culprits – consumers – who collectively waste more than supermarkets, restaurants, manufacturers and farms combined. The initiative is Australia’s first national campaign aimed at inspiring people to reduce the mountain of food wasted at home.

Food waste costs the Australian economy more than \$20 billion each year and results in over five million tonnes of good food ending up in landfill ([see video](#)). Half of this food waste occurs in the home, costing the average family over \$1,000 every year, but it can be easily avoided.

According to new research conducted by OzHarvest and Southern Cross Austereo, Aussies are ready to tackle the problem, with over 90% saying they are passionate about reducing their food waste and over half agreeing it was a big waste of money.

OzHarvest Founder and CEO, Ronni Kahn, believes consumer awareness and education is one of most important solutions to stop food being wasted. With a national target to halve food waste by 2030, change is required at levels of society, but it starts at home.

“Food is so precious, wasting it makes no sense – economically, environmentally and ethically – but we all do it. From forgetting about food in the fridge, buying and cooking too much, letting it expire and not storing it properly ... there are so many reasons good food ends up in the bin.”

“The statistics are staggering but the solutions are simple and there is no greater force than people power. *Fight Food Waste* aims to tackle the problem from the bottom up by changing behaviour at home with how you look, buy, store and cook food” said Ronni.

Consumers are encouraged to join the movement at the new OzHarvest website fightfoodwaste.org, which offers practical tips on how to prevent food waste when you “Look, Buy, Store and Cook”. The campaign also includes out of home, print and radio advertising in donated media spots across the country.

The *Fight Food Waste* campaign has been developed to support the release of the independent documentary film [Food Fighter](#) featuring Ronni Kahn and her journey to tackle food waste in cinemas from 7 June, following a State Theatre premiere on 3 June.

To join the movement, go to www.fightfoodwaste.org

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For more information or interviews with Ronni Kahn contact:

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MEDIA RELEASE

ABOUT OZHARVEST:

OzHarvest is Australia's leading food rescue organisation, collecting quality surplus food from more than 3,000 businesses, including supermarkets, restaurants, cafes, hotels, retailers, airports and retail food outlets. Every week over 125 tonnes of food is saved from going to landfill and delivered to 1300+ charitable agencies, helping to make a positive difference to the lives of vulnerable men, women and children across Australia. OzHarvest addresses food security through education programs NEST (nutrition education sustenance training) and Nourish, a hospitality training program for disadvantaged youth. It operates nationally in Sydney, Adelaide, Brisbane, Canberra, Cairns, Gold Coast, Melbourne, Newcastle, and Perth and in regional communities. Every \$1 donated allows OzHarvest to deliver two meals to people in need. www.ozharvest.org

FOOD WASTE FACTS:

- Food waste in Australia costs an estimated \$20 billion dollars each year in commercial and residential waste¹
- Over 5.3 million tonnes of food ends up as landfill each year²
- The average household wastes \$1,050 worth of groceries each year³
- A third of the average household bin is food waste⁴
- Over 3.6 million people experience food insecurity each year, one third are children⁵
- If food waste was a country it would rank as the third top emitter of greenhouse gases after USA and China⁶

FOOD WASTE CONSUMER RESEARCH SUMMARY

Conducted by Southern Cross Austereo Group using an online panel nationally of 2,258 people 18+. The research was conducted to understand current opinions and attitudes towards wasting food at home.

- 91% of respondents said they were passionate about reducing their food waste
- 3 in 5 people said wasting food is a waste of money
- 72% of respondents defined food waste as throwing food away
- Eating leftovers and freezing food are the top ways respondents avoid wasting food
- On average, people are wasting around 13% of their weekly grocery shop
- Top 5 wasted food items: Vegetables (53%) Fruit (49%) Bread (45%) Bagged Salad (41%) Leftovers (36%)

FIGHT FOOD WASTE CAMPAIGN

Food waste isn't just about throwing food in the bin. The potential for waste can occur as soon as we start thinking about what we want to eat. Getting into good habits at home can help prevent food waste and save you money when you **LOOK.BUY.STORE.COOK.**

- LOOK at what you've got
- BUY what you need
- STORE food properly
- COOK what you have



¹ [Australia's National Food Waste Strategy](#)

² [Australia's National Food Waste Strategy](#)

³ [Rabobank Food and Farming Report 2017](#)

⁴ [NSW EPA Love Food Hate Waste](#)

⁵ [FoodBank Hunger Report 2017](#)

⁶ [Food Wastage Footprint Report](#) (FAO 2013)