

For Food that Nourishes the Planet

**> FEEDBACK**

We believe that nutritious, delicious food for all should go hand in hand with protecting our environment.



# Tell me more!



**THE  
PUG  
IDEA**  
LET THEM EAT WASTE



# What's the problem?

- In the UK, we waste across all food sectors and households around 10 million tonnes of food a year, 60% of which could have been avoided.
- One in every five bags of groceries purchased go to waste.

# Farm to Bin?

- £30 million worth of strawberries and lettuce wasted.\*
- 19% lettuces unharvested – equivalent of 38,000 tonnes
- 9% strawberries unpicked - 10,000 tonnes.
- \*figures from WRAP 2017

# WHY?

- Supermarkets have over 85% of the market share of grocery stores in the UK
- “They (supermarkets) daren’t not have product”  
Farmer Trevor Bradley
- “For supermarkets, what matters is how something looks, not just edible quality. At the end of the day, we waste a lot of perfectly edible food.” UK Importer

# The Gleaning Network



# Disco Soup



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# The best thing since....?



**TOAST**  
BREWED WITH BREAD

Creating value from “waste”

“To change the world, you have to throw a better party than the people destroying it”

Toast Ale South Africa

# Your turn!

We'd love to hear your thoughts and ideas on how to tackle food waste or rather, wasted food. What's the next Toast Ale?

Let's party!

Contact us:

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