

THE TRUTH ABOUT FOOD WASTE

7.2

MILLION TONNES OF FOOD AND DRINK ARE THROWN AWAY EVERY YEAR

OF ALL THE FOOD WE BUY, THAT'S A MASSIVE

19%

WHICH WOULD FILL

Nine Wembley Stadiums

4.4

MILLION TONNES COULD HAVE BEEN EATEN

WHICH PRODUCES

17 million tonnes CO₂

THE SAME AMOUNT OF CO₂ PRODUCED BY

One fifth of all cars

2.6

MILLION TONNES WEREN'T USED IN TIME

WHICH COSTS US

£6.7 billion

AND COSTS THE AVERAGE HOUSEHOLD

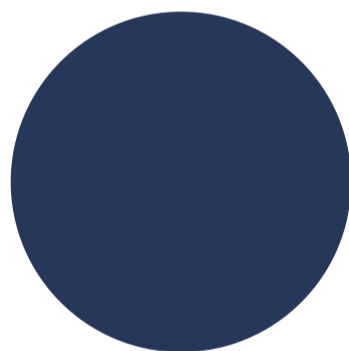
£270



88

% OF PEOPLE THINK THAT PACKAGING IS A BIGGER OR EQUAL PROBLEM TO FOOD WASTE

BUT COMPARE THE CO₂ EMISSIONS OF THE FOOD WE BUY AND THE PACKAGING IT COMES IN (IN MILLION TONNES)



166 FOOD



10.8 PACKAGING

61

% OF PEOPLE THINK FRUIT AND VEG GOES OFF QUICKER IN ITS PACKAGING

HOW MUCH LONGER DOES PACKAGING MAKE FOOD LAST?



Cucumbers



Salads



Sliced meats



Bread and rolls

■ STORED IN ORIGINAL PACKAGING ■ STORED NAKED

13

% KNOW THAT STORING FOOD IN ITS ORIGINAL PACKAGING WILL KEEP IT FRESHER FOR LONGER