

## ONE HUNDRED CITIES TO SIGN AGREEMENT TO REDUCE URBAN FOOD WASTE

London, UK; Milan, Italy; Warsaw, Poland:

**On the 17<sup>th</sup> October Feedback<sup>i</sup>, an international organisation campaigning against food waste, will feed over 10,000 people in Italy and Poland with delicious free meals using food that would have otherwise been wasted.**

Feedback's flagship campaign, Feeding the 5000<sup>ii</sup>, which catalyses the global movement against waste by shining a light on the hidden costs of food waste, is taking place in [Milan](#) and [Warsaw](#).

*Feeding the 5000 Milano* is part of the launch of the [Urban Food Policy Pact](#): an international agreement signed on the 15<sup>th</sup> October by [100 cities](#) across the world, including London, to make the food system in urban areas more sustainable and equitable. [The pact makes recommendations for addressing food waste](#) in cities as well as the need for leadership in achieving the United Nations Sustainable Development Goal to halve food waste by 2030.

The pact calls for coordination on international food policies and includes the need for development and renewal of municipal policies relating to **cosmetic standards** and **expiration dates**<sup>iii</sup>. Efforts to reduce food waste are to be conducted in line with the food waste hierarchy with recommendations for redistribution of surplus edible food to feed people.

On the 16<sup>th</sup> October, World Food Day, the Urban Food Policy Pact will be delivered by the Mayor of Milan, Giuliano Pisapia, to the Secretary General of the United Nations, Ban Ki-moon at Expo 2015 Milan.

[Over a million people have signed Feedback's petition](#) calling on governments to take action against food waste, including regulating supermarket behavior toward their suppliers.

*"Governments, European authorities and food companies have great potential - and the responsibility - to decrease drastically the scale of food waste. This petition sends a strong signal to policy makers that the public has had enough of all this waste"* says Tristram Stuart, Feedback founder and author of "Waste: Uncovering the Global Food Scandal" (Penguin, 2009).

**The events this weekend will mark the culmination of a season of action against food waste** after highly successful Feeding the 5000 events in Athens on 11 October, where over five thousand portions of food were served, and Paris on the 27 September where almost seven thousand meals were served. In addition over two thousand refugees were fed with donated produce at another event organised by Feedback in Greece.

Current assumptions predict a need for global food production to double in order to meet the needs of 9 billion people living on earth. **Yet a third of the world's entire food supply could be saved by reducing waste - enough to feed three billion extra people.**

Feedback will address politicians, businesses and the public at both events about the **false claims behind the drive for greater global food production**. Solutions to the problem of food waste will be promoted alongside delicious free lunches prepared by two-star Michelin Chef Marco Sacco in Milan and the Association of Polish Chefs in Warsaw.

*"The foundation of our food system is our farms. The tragedy is that some farmers can't sell half of what they've grown due to cosmetic standards dictated by supermarkets"* says Stuart [in a new short documentary about food waste produced by AJ+ for World Food Day](#).

# MEDIA RELEASE



*"It's a brutal casting session where crooked Kenyan beans and blemished British carrots are all discarded. With blinkered eyes we fail to see the beauty in this ugly veg"*

[A new report published by Feedback](#) documents how an average of 44.5% of produce grown in Kenya for European markets is wasted before being exported. On top of this, farmers are subjected to the practice of last minute order cancellations by supermarkets and the importers that supply them. With no market to sell their produce to, many farmers are forced to dump perfectly good food.

Alongside the events this weekend the [Gleaning Network UK](#), a campaign run by Feedback, will be rescuing three tonnes of apples and pears from British farms that otherwise would have been wasted. Instead they will be redistributed to charity.

The Gleaning Network have saved over forty-three tonnes of perfectly edible fresh produce from British farms this year. Four hundred kilos of potatoes and pears have been transported to Calais with the help of Food for All and The Bristol Skipchen to provide nutritious meals to refugees.

**The season of action continues with Feeding the 5000 Brighton taking place on the 29<sup>th</sup> October.**

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## Notes to editor:

Interviews available with Tristram Stuart, Feedback founder and author of "Waste: Uncovering the Global Food Scandal" (Penguin, 2009). See his Ted Talk [here](#) and a recent article of many on the question of '[How much food does the world need?](#)'.

[Click here for more food waste facts.](#)

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<sup>i</sup> **Feedback** has been leading a global movement against food waste, working with governments, businesses and civil society at a national and international level to catalyse change in social attitudes and demonstrate innovative solutions to tackle food waste. We have the ambition to halve food waste by 2025.

<sup>ii</sup> **Feeding the 5000** is Feedback's flagship campaign where 5,000 members of the public receive a delicious free lunch, prepared exclusively with ingredients that would otherwise have been wasted. In 2009, the first Feeding the 5000 event took place in London's Trafalgar Square

<sup>iii</sup> A recent survey conducted by the European Commission found that 53% of Europeans don't understand the correct meaning of 'best before' labels; whilst 60% of Europeans are unaware of true definition of 'use by' labels.