Free Food to Fight Food Waste

5000 lunches made from fresh food that would have been wasted to raise awareness and celebrate the solutions to food waste

Feeding the 5000 event
Frank Ogawa Plaza, Oakland, California
12-5pm on October 18th 2014

On Saturday October 18th 2014, the first ever Feeding the 5000 event in the U.S. will take place. As part of a global campaign to catalyze action on tackling food waste, 5000 lunches made entirely out of fresh food that would otherwise be wasted will be served for free to the public to celebrate the delicious solutions and call for immediate action to tackle the problem. This groundbreaking event comes at a time when at least a third of the world’s food doesn’t get eaten!

The event is organized by End Food Waste and Feedback, the organization behind the Feeding the 5000 campaign, and in collaboration with a coalition of U.S. organizations including NRDC, GRACE Communications Foundation, Sustainable America and local organizations including St. Vincent de Paul of Alameda County, Food Shift, People’s Grocery, Oakland Unified School District and the Ecology Center.

Feeding the 5000 Oakland will be a spectacular public celebration around solutions to food waste. There will be live cooking demonstrations by chefs and the public can learn about and participate in the solutions to food waste available at home and across the food supply chain. Feedback has used similar events to launch national food waste campaigns in cities around the world including London, Paris, Amsterdam, Brussels and Dublin among others, and now will be in the U.S. for the first time.

Chef Peter Callis of St. Vincent de Paul of Alameda County will be creating the delicious soup recipe made from surplus vegetables including misshapen sweet potatoes, crooked carrots, and onions that were discarded because they are not cosmetically perfect or exceed demand. Other delectable dishes, including delicacies made from unusual cuts of meat will be cooked ‘live’ on stage by local chefs. DJ FACT.50 will be playing food-inspired music throughout the day.

Feeding the 5000 volunteers are harvesting hundreds of pounds of vegetables from nearby farms that would have been ploughed back in the soil because they don’t fit strict retail specifications. The day before the event, volunteers including national food justice leaders Robert Egger and Rob Greenfield will peel and chop hundreds of pounds of surplus fruit and vegetables at a ‘Disco Soup’ event.
at SVDP. All this will be accompanied by music and dancing in true celebratory style- part of an international movement where people come together to participate in food waste fighting actions in a party atmosphere.

At least a third of the world’s entire food production is currently wasted. Governments, businesses and individuals can help tackle the problem. Tristram Stuart, food waste author and founder of Feedback, explains: “The U.S. wastes more food than any other country in the world; but it also has the most vibrant organizations who are actively tackling this global scandal. Feeding the 5000 is thrilled to be working with such an excellent coalition to highlight the many delicious solutions to food waste and how we can all help solve it. The food waste revolution is in full swing in Europe, with a 21% reduction in household food waste in the UK alone. In a finite and precious world, it’s time to realize that food is too valuable to waste.

During and after the event citizens will be invited to sign a pledge showing their personal commitment to reduce their own food waste and calling for businesses to do the same using the principles of the food waste hierarchy.

The event will showcase the work of its partner organizations in the fight against food waste and will highlight a range of issues linked to the global food waste scandal and the practical solutions available. Too much food ends up being scraped into the trash because portion sizes are too large: could everyone save money and resources if restaurants stopped overloading our plates? Farmers are currently forced to waste millions of tons of fruit and vegetables because of retailer policies such as inaccurate forecasts and overly fussy cosmetic specifications – how can businesses and government take responsibility for food waste in the supply chain? European legislators are now requiring supermarkets to donate unsold food rather than send it to landfill - should the U.S. follow suit? If we’re going to solve this problem, wouldn’t it be more helpful if big food companies reported how much food they waste as the more progressive global supermarket chains have already started doing? When food waste does arise, the traditional solution was to feed it to livestock: what is stopping us do more of this in the U.S.? Confusing expiration date labels in the U.S. are often misleading and cause perfectly good food to be disposed-what’s the best way to make date labeling useful instead of wasteful?

These issues will also be discussed at the Zero Food Waste Forum in Berkeley on October 16th. http://www.ncrarcycles.org/ZeroFoodWasteForum

For more information about this event please contact:

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BACKGROUND ON FEEDING THE 5000

The Feeding the 5000 campaign aims to empower and inspire the global community to enact positive solutions to the global issue of food waste. We work with governments, businesses and civil society at the international level to catalyse change in social attitudes and innovative solutions necessary to tackle food waste at the global scale.

The campaign’s flagship event where 5000 members of the public are given a delicious free lunch using only ingredients that otherwise would have been wasted was first held in London’s Trafalgar Square in 2009. The event profiled the work of partner charities working in this field and helped garner political, business and public support for tackling food waste. Feedback is the charity that governs the Feeding the 5000 campaign, as well as the Gleaning Network UK and The Pig Idea.

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KEY FACTS ABOUT THE EVENT

- We will save up to 10,000 pounds of produce from local farms in the San Joaquin Delta and Salinas Valley as well as from wholesalers and distributors in San Francisco and Alameda County.
- We will also be gleaning misshapen and discolored produce that is undesirable to stores, from Bloomfield Organics in Petaluma, California.
- All of the produce we are sourcing is fresh surplus and would not have been eaten by people.
More than 1,500 pounds of vegetables (which will include potatoes, carrots, squash, onions, etc) will be chopped by volunteers.

Thousands of pounds of fresh produce will be given out in the groceries giveaway at the event.

Hundreds of pounds of fresh apples will be pressed into fresh smoothies.

More than 100 volunteers will give their time.

The event will promote the solutions to reducing food waste that they offer as well as activities and resources of the partner organizations working on these issues.

HIGH PROFILE PEOPLE TAKING PART IN THE EVENT


Dana Gunders of the Natural Resources Defense Council

Jonathan Bloom of WastedFood.com

Robert Egger, Founder of DC Central Kitchen and now LA Kitchen

Rob Greenfield of Food Waste Fiasco fame, among his many other environmental endeavors

Karen Hanner of Feeding America

Laura Stec, Chef, Educator, and Author of Cool Cuisine: Taking a Bite Out of Climate Change

Dana Frasz, Founder of Food Shift

Olivier Said “Chef OliVe” Chef and Educator from Kitchen on Fire

SHOCKING FACTS ON FOOD WASTE

USA

- **40% of food in the United States today goes uneaten**- this is the equivalent to approximately 100 billion pounds of food a year, 3,000 pounds per second. (source: NRDC, EPA)

- **COST**: This not only means that Americans are throwing out the equivalent of $161 billion each year, but also that the uneaten food ends up rotting in landfills as the single largest component of U.S. municipal solid waste where it accounts for a large portion of U.S. methane emissions. (source: USDA)

- **ENERGY**: 10% of all energy consumed in the U.S. is used to grow, process, ship, refrigerate, and cook our food. Food waste means that 2-3% of all energy we consume is also lost. Reducing food waste could lower energy costs for everyone.

- The greenhouse gas footprint of uneaten food in the US is equivalent to that of 33 million passenger cars annually. (Source: Heller, M. and Keoleian, A., Journal of Industrial Ecology)

- **WATER**: Food waste now accounts for more than one quarter of the total freshwater consumption. The nation is facing tremendous drought, yet throwing out one pound of chicken wastes over 450 gallons of water, and throwing out one pound of beef wastes as much water as taking a 5 hour shower (source: Food Shift, Hall et al.)

- **HUNGER**: One in six Americans lack a secure supply of food to their tables. Reducing food losses by 30 percent would be enough food to feed them all if it could be distributed appropriately. (source: NRDC)
• **HUNGER:** Almost 49 million Americans live in food insecure households, including over 16 million children. (source: Feeding America)
• At the same time, less than 3% of food waste is recovered. (source EPA)

Alameda County

• **1 in 5 people in Alameda County are food insecure and depend on food banks and food pantries.** And increasingly more and more food insecure Alameda County residents are children and seniors. Oakland, in fact, has the highest rate of food insecure seniors in the State of California (Source: Feeding America 2014 Report)
• Despite very high diversion rates of well over 70% countywide, approximately 1 million tons of materials still end up in landfills from the County. The largest component of those tons is organic waste consisting mostly of food (source: Stop Waste)
• Food (and food-soiled paper) have historically been the largest category of materials found in the waste stream in Alameda County. About 28% of what is sent to landfills from Alameda County residents is organic matter that could have been composted, with a significant portion of that material being food that could have fed hungry people (source: Stop Waste)

Worldwide

• At least one third of the food produced in the world for human consumption every year — approximately 1.1 billion tons — is lost or wasted. (Global Food Losses and Food Waste FAO, 2011)
• **HUNGER:** All the world’s nearly one billion hungry people could be lifted out of malnourishment on less than a quarter of the food that is wasted in the U.S., UK and Europe.
• **CLIMATE:** 10% of rich countries’ greenhouse gas emissions come from growing food that is never eaten.
• **WATER:** The irrigation water used globally to grow food that is wasted would be enough for the domestic needs of 9 billion people – the number expected on the planet by 2050.
• **FISH:** At least 7.2 million tons of fish are discarded globally each year; either because they are the wrong size, species, or because of ill-governed quota systems (source: FAO)
• **LIVESTOCK:** The United Nations Environment Program estimates that feeding food waste and by-products to livestock could liberate enough grain to feed an extra 3 billion people.

*Unless specified, all Food Waste Facts are from Tristram Stuart’s Waste: Uncovering the Global Food Scandal (Norton, 2009).*
PUBLIC AND BUSINESS FOOD WASTE REDUCTION PLEDGE

We are asking the public to show their support for food waste reduction initiatives by inviting them to sign a pledge to reduce food waste at home and to encourage businesses to take action.

We want to engage with businesses and food retailers and encourage them to commit to reduce their food waste based on the principles of the Food Waste Hierarchy, while also supporting them in the realization of this goal before and after the event with innovative online resource tools.

EVENT PARTNERS

Feedback

Feedback is an environmental charity that campaigns to end food waste at every level of the food system. We catalyse action on food waste elimination globally, working with governments, international institutions, businesses, NGOs, grassroots organisations and the public to change society’s attitude toward wasting food. With a track record of changing the policies of some of the world’s biggest food companies and reaching out to millions of people through our projects, our innovative campaigning style has helped to elevate food waste from a non-issue several years ago to one now recognised as an urgent international priority.

Feedback is built on over a decade of campaigning on food waste by Tristram Stuart and the Feedback team. After years of instigating mass media coverage of the issue, Tristram published his second book, Waste: Uncovering the Global Food Scandal (Norton, 2009) and soon after organised the first Feeding the 5000 event in London’s Trafalgar Square.

www.feedbackglobal.org | twitter: @feedbackorg | facebook:/feedbackorg

EndFoodWaste.org

EndFoodWaste.org is the website created and managed by volunteer Feeding the 5000 Event Coordinator and volunteer Zero Food Waste Forum Co-Chair Jordan Figueiredo. In the United States, 40% of our food is wasted while 1 in 6 people are food insecure and 14% of our human-made emissions come from the food we waste. It is through the intersection of those issues, as the environmental and social challenges of our time, that sparked the website motto “To End Food Waste, Hunger, and Climate Change. All at the Same Time.” Bringing these 3 issues together provides greater awareness and inspiration as they are very well connected in problem and in solutions such as food waste prevention and food recovery, among other things. In addition to displaying the Feeding the 5000 Oakland event program, all of its partners and main participants, EndFoodWaste.org also provides easy solutions to fight food waste. Whether you are at home, at school, or at your place of business, EndFoodWaste.org provides links to the companies, organizations, reports, books, videos, articles, and tips to help you End
Food Waste, Hunger, and Climate Change all at the same time. EndFoodWaste.org also informs, connects, and motivates people all around the world through its website and social media channels.

www.endfoodwaste.org | twitter: @endfoodwaste | facebook:/endfoodwaste

**St. Vincent de Paul of Alameda County**

**St. Vincent de Paul of Alameda County (SVdP)** has provided vital services in Oakland and throughout Alameda County for over 75 years. They serve almost 200,000 individuals and families a year through their Community Dining Room, drop-in centers for men, women and children which include access to laundry and shower facilities, a Clothing Closet, Food Locker, Homeless & Caring Court, and two job training programs including the Kitchen of Champions culinary training program and the Champion Workforce transitional employment program. All programs and services are offered to individuals and families at no cost.

The Kitchen of Champions and Champion Workforce job training programs offer case management, job readiness and job placement support and empower people with barriers to employment including those chronically unemployed, underemployed, and the formerly incarcerated. Participants gain industry specific job skills and workforce readiness coaching to prepare them to obtain successful employment.

This past year 75% of the Kitchen of Champions students graduated and 45 found jobs in the food industry while more than 65% of the Champion Workforce participants successfully completed the program. To learn more about SVdP, visit the website at www.svdp-alameda.org.

**NRDC**

The Natural Resources Defense Council (NRDC) works to transform the food system so that America’s farms and dinner plates support good health, clean air and water, and a stable climate. In the 2012 report *Wasted: How America Loses Up to 40 Percent of its Food from Farm to Fork to Landfill*, NRDC put the issue of wasted food under a national spotlight. Following up a year later, NRDC co-authored a report with the Harvard Food Law and Policy Clinic which exposed the baffling system of expiration date labels in the U.S. that often misleads consumers and even retailers into disposing perfectly good food, encouraging widespread food waste. NRDC’s work on food waste has been covered by CNN, CNBC, NBC Nightly News, New York Times, Wall Street Journal, NPR and more. NRDC now focuses this work on three areas: standardizing food date labels; expanding awareness of how to reduce food waste among consumers and policy makers; and engaging businesses in efforts to reduce waste. To aid the public in wasting less food at home, NRDC is releasing *The Waste Free Kitchen Handbook* in Spring 2015.

**GRACE Communications Foundation**

GRACE Communications Foundation promotes a sustainable future by raising public awareness about the environmental and public health issues created by our food, water and energy systems. Given the adverse impact of food waste on all three systems, GRACE works to draw attention to the issue, highlighting solutions, and empowering people to address the problem in their daily lives.
Sustainable America

Sustainable America is a national non-profit working to reduce our nation’s oil consumption by 50% and increase food availability by 50% over the next two decades. Our food and fuel systems are much more fragile than we think, and are highly interdependent on each other. Ten percent of our nation’s energy consumption is used to grow, process, ship, refrigerate and cook our food. Solving these issues will require increased awareness and entrepreneurial spirit. Sustainable America is working both online and at large public events to make the public more aware of how much food is wasted in this country. When food scraps cannot be donated to the hungry, Sustainable America encourages the public to use those food scraps to create energy or compost rather than waste it.

Food Shift

Food Shift is an Oakland-based organization working with local communities, businesses and governments to develop sustainable solutions that reduce food waste and hunger. Food Shift’s aims to tackle the social, financial and environmental consequences of food waste by creating a food recovery service sector as an extension of our current waste management system and as a way to create jobs in the green economy. Food Shift has played an important role in catalyzing the food waste reduction movement in the Bay Area and beyond.

Food Shift has established itself as a key educator, innovator and leader playing an important role in catalyzing the local and national food waste reduction movement. Food Shift's has recovered over 36,000 lbs of food from businesses schools and events including 14,000 lbs of food from a program within Oakland schools that redistributed school food to families and local agencies. Food Shift has turned up the volume on this important issue by reaching over 100,000 individuals through our educational awareness campaign including the 2013 and 2014 Bay Area public transit ad campaigns.

People’s Grocery

West Oakland food justice organization People’s Grocery will be blending smoothies from fruits and vegetables salvaged in order to nourish the crowds at Feeding the 5000 Oakland. People’s Grocery is currently engaged in a smoothie campaign which focuses on moving nutrition through West Oakland, an area with over 30,000 residents and no supermarket. People’s Grocery states that its goal is to make sure that elders, children and every community resident has access to at least one living meal a day via green smoothies. Feeding The 5000 is a perfect way to draw attention to the fact that perfectly good fruits and vegetables are going to waste simply because they are less attractive, while local residents desperately need living food to thrive.

The Ecology Center

The Ecology Center's mission is to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond. We offer information you can act on, infrastructure you can count on, and
leadership for lasting change. We are working toward a world of resilient communities, zero waste and toxics, equal access to healthy food, sustainable resource use, and a safe and stable climate. Founded in the run-up to the first Earth Day in 1970, the Ecology Center has been a regional and national leader on a wide range of issues, turning vision into action and cementing it with advocacy. We operate the nation’s first and longest running curbside recycling service, Berkeley’s three weekly farmers’ markets, and Farm Fresh Choice produce stands.

We facilitate the Berkeley Food Policy Council and the California Alliance of Farmers’ Markets, and are spearheading the California expansion of Market Match, a program that gives food stamp recipients the ability to buy more fruits and vegetables at farmers’ market. Our farmers markets are plastic freed, zero waste, and produce is sold with blemishes at a steep discount preventing food waste along the way. Most unsold produce at the market is donated to a local food recovery group that makes sure the food gets to those who need it.