PRESS RELEASE - PHOTO/FILM OPPORTUNITY

Free Food to Fight against Food Waste

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

Feeding the 5000 event
Marché aux Herbes/Grasmarkt, Brussels
12-4pm on 1st April 2014

On Tuesday 1 April at the Marché aux Herbes/Grasmarkt in Brussels, Feeding the 5000, a global campaign to catalyse action on food waste, will serve 5000 lunches made entirely out of fresh food that would otherwise be wasted. The event is co-organised by Feeding the 5000 and a coalition of Belgian and international organisations including 11.11.11, Oxfam, the Belgian Federation of Food Banks, CRIOC, EU FUSIONS, Komosie, Disco Soupe Brussels, Slow Food, Social Groceries Flanders, Velt, Green Up Film Festival and supported by Ingrid Lieten, Flemish Minister in charge of Poverty Reduction.

Feeding the 5000 Brussels will be a spectacular public celebration of the positive, solutions to food waste. Feeding the 5000 has used similar events to launch national food waste campaigns in cities around the world including London, Paris, Amsterdam, Dublin and Sydney among others, catalysing national and international action on tackling the food waste scandal. The Brussels event is part of FUSIONS, a four year project to tackle food waste across the EU.

From 12-4pm, a group of campaigners, charities, volunteers and prominent supporters will serve lunch to over 5000 people. There will be live cooking demonstrations by chefs including Philippe Renoux and the public will have the opportunity to participate in the solutions to food waste available at home and across the food supply chain. The menu will include a curry made from surplus vegetables including misshapen potatoes, wonky carrots, blemished beans and oversized aubergines that were cast out because they are not cosmetically perfect or are surplus to requirement, as well as a range of dishes, including offal delicacies, cooked ‘live’ by well-known chefs.

Disco Soupe Brussels invites volunteers and the public to help peel and chop hundreds of kilos of surplus fruit and veg that will be turned into healthy and tasty salads served for free to the public. All this will be accompanied by live music, DJs and dancing in true Disco Soupe style.

Feeding the 5000 volunteers are harvesting hundreds of kilos of vegetables from farms near Brussels that would have been ploughed back in the ground because they don’t fit strict retail specifications.
This fresh salvaged produce is being delivered to the Brussels Food Bank and distributed to people in need. The Gleaning Network is a project run by Feeding the 5000 and in the UK alone has saved over 6000000 portions of fruit and veg from being wasted, and is helping to launch similar networks in Belgium, France, Spain, the Netherlands and Poland.

At least a third of the world’s entire food production is currently wasted. Governments, businesses and individuals can help. Tristram Stuart, food waste author and founder of Feeding the 5000, explains: “Belgium is implementing some of the most cutting edge solutions to tackle the unimaginable quantities of food currently wasted in the supply chain. Governments, European institutions and food businesses have a huge opportunity – and responsibility – to slash food waste dramatically. This event sends a strong signal to decision makers that the public are fed up with food waste.”

During and after the event citizens will be invited to join a pact, undertaking to reduce their own food waste and calling for businesses to do the same and observe the principles of the food waste pyramid.

The event will showcase the work of its partner organisations 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. Farmers are currently forced to waste millions of tonnes of fruit and vegetables because of retailer policies such as inaccurate forecasts and overly fussy cosmetic specifications - can a European Ombudsman set up to police unfair and wasteful retail practices solve the problem? Belgian regions are now obliging supermarkets to donate unsold food rather than destroy it - should other countries follow suit? Why don’t supermarkets report how much food they waste and should this become mandatory across Europe? Forests are being destroyed to produce soy and other virgin crops that feed European livestock – why don’t we use food waste that can’t be used for humans to feed our livestock instead?

These issues will also be discussed in a conference in the European Parliament organised in collaboration with European Parliament’s Vice President, Edward McMillan Scott MEP to explore what European decision makers can do to help.
Joining forces with leading Belgian and international charities

The Feeding the 5000 event will promote the activities of its partner organisations and the solutions to the problem of food waste that they offer.

11.11.11 is campaigning on the right to sufficient and healthy food for people throughout the world. Worldwide, 842 millions of people are going hungry. This is one in eight. Another 1 billion do not have access to high quality nutrition, although there is enough food to feed the world 1.5 times. At Feeding the 5000, 11.11.11 will be staging a massive groceries giveaway of surplus fresh vegetables. This will include green beans rejected on the basis of tiny skin blemishes after being flown over from Kenya, where scarce resources such as land and water were used to produce them and where large parts of local populations are going hungry.

Oxfam will highlight how the food that is produced and wasted globally results in greenhouse gas emissions, contributing to changes in the climate, which in turn are already making people hungry and will change what we all eat. At the event, Oxfam will be asking people to take a stand with farmers and activists around the world to ask our leaders to take ambitious action on climate change and hunger.

The Belgian Federation of Food Banks rescues surplus food from the food industry and delivers it for free to a network of 600 local charities across Belgium that feed more than 125000 vulnerable people who may otherwise not eat a square meal. The Brussels Food Bank, alongside partner KOMOSIE, are asking businesses and governments to actively support redistribution of surplus food to people who need it, including initiatives in the social economy that offer huge opportunities to tackle food waste and food poverty and create new jobs. The Brussels Food Bank will be helping with the transport and storing of the tonnes of food sourced for the event. The day before the event, the food bank will host a Disco Soupe where volunteers will be chopping 750kg of vegetables to the sound of dance music, which will be cooked into the curry the next day. Volunteers are invited to join in!

The Pig Idea campaigns to encourage the practice of feeding food waste not fit for human consumption to pigs and chickens. This would help liberate food supplies to help feed people, protect landscapes rich in biodiversity, such as the precious Amazon rainforest, lower feed costs for pig farmers and create jobs and revenue in a new eco-feed industry. The Pig Idea aims to change European law to allow food waste including catering waste to be diverted for use as pig and chicken feed; and to introduce a robust legal framework for its safe processing and use to prevent the outbreak of animal diseases.

The Centre for Research and Information for the Consumer Organisations (CRIOC) assists works on furthering the interests of consumers and has reported on the topic of food waste since 2007 through publishing research on food waste and the behaviour of consumers, as well as in the retail and the hospitality sector. At Feeding the 5000 CRIOC will be doing a survey to gauge how urgent and important food waste action is for the Belgian public.

Interviews will be available with Tristram Stuart, organiser of the event, award-winning campaigner and author of Waste: Uncovering the Global Food Scandal (Penguin, 2009) and spokespeople of the partner’s organisations in English, French and Dutch.
For more information about this event please contact

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Practical information

Website: http://www.feeding5k.org/

Facebook: Feeding the 5000 Brussels

Twitter: @feeding5k, #F5000BXL

Feeding the 5000 event
Marché aux Herbes/Grasmarkt, Brussels
12-4pm on 1st April 2014
PRESS PACK

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KEY FACTS ABOUT THE EVENT

- More than 750kg of vegetables will be chopped by volunteers (including green beans, aubergines and broccoli)
- More than 400kg of potatoes will be given out in the groceries giveaway
- More than 150 volunteers will be involved on the day
- Offal dishes will be showcased by chefs to demonstrate the importance of eating offal to reduce food waste

SHOCKING FACTS ON FOOD WASTE

Global

- At least one third of the food produced in the world for human consumption every year — approximately 1.3 billion tonnes — is lost or wasted. (Global Food Losses and Food Waste FAO, 2011)
- 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 US, UK and Europe.
- 10% of rich countries’ greenhouse gas emissions come from growing food that is never eaten.
- 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.
- 2.3 million tonnes of fish is discarded in the North Atlantic and the North Sea each year; 40 to 60% of all fish caught in Europe is discarded – either because they are the wrong size, species, or because of the ill-governed European quota system.

Europe

- For each European citizen, 179 kg of food is wasted every year in the supply chain and at home (BIO IS/Eurostat, agricultural losses excluded)
- Each consumer in the EU wastes 76 kg of food per year. (BIO IS/Eurostat, agricultural losses excluded, non edible products included)
- The United Nations estimates that feeding food waste to livestock could liberate enough grain to feed an extra 3 billion people.
- Feeding food waste to pigs would significantly reduce the need for Europe to import 40 million tonnes of soya grown on rainforests every year from Latin America to feed livestock.

Belgium

- 3 out of 4 Belgian consumers feel that wasting food is unacceptable (CRIOC study)
- 85% of people in Belgium feel ashamed when they waste food (CRIOC study)

Unless specified, all Food Waste Facts are from Tristram Stuart’s Waste: Uncovering the Global Food Scandal (Penguin, 2009).
BACKGROUND ON FEEDING THE 5000

Feeding the 5000 is a campaign that 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.

Feeding the 5000 is also the name of 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. In 2009 the first ‘Feeding the 5000’ in London’s Trafalgar Square (www.feeding5k.org) was a great success and showed the enormous public appetite for engaging with the issue of food waste. The event profiled the work of partner charities working in this field and helped garner political support, subsequently writing to CEOs of all UK supermarkets urging them to donate surplus food to FareShare or similar charities. Most of the major retailers in the UK have since improved their record in terms of food donations and other food waste reduction measures. This included Tesco agreeing to publicly report their third party audited food waste data with the other major UK supermarkets following suit.

Replica events have since been held internationally - including in Paris, Amsterdam and Dublin – and will be rolled out worldwide.

The Feeding the 5000 team are behind two other projects: the Gleaning Network and the Pig Idea.

The Gleaning Network is an exciting new initiative to save the thousands of tonnes of fresh fruit and vegetables that are wasted on farms every year by coordinating teams of volunteers, local farmers and food redistribution charities in order to salvage this fresh, nutritious food and direct it to those that need it most. In the UK alone the Gleaning Network has saved over 6000000 portions of fruit and vegetables from being wasted, and is helping to launch similar networks in Belgium, France, Spain, the Netherlands and Poland.

The Pig Idea aims to promote the practice of using legally permissible food waste to feed pigs and eventually to lift the EU ban on feeding catering waste to pigs in order to reduce our dependency on imported cereal crops and to keep food waste in the food chain. In partnership with Stepney City Farm the team reared 8 pigs in London on food waste. The pork produced from these pigs was used in a free public feast in Trafalgar Square in November 2013, where some of the UK’s best Chefs cooked up their favourite porky dishes.
CHEFS COOKING AT THE EVENT

Professional Chefs will be on the main stage doing cooking demos from waste food.

- Christophe Baert, La Blommerie (Eurotoques)
- Pascal Fauville, A Table (Eurotoques)
- Philippo Santangelo, Pouic Pouic (Eurotoques)
- Philippe Renoux, Orphyse Chaussette
- Gerald Watelet

PUBLIC AND BUSINESS PLEDGE ENGAGEMENT ON WASTE REDUCTION

We are asking the public to show their support for food waste reduction initiatives by inviting them to sign a ‘pledge’ to reduce domestic food waste 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 realisation of this goal before and after the event with innovative online resource tools.
ABOUT THE PARTNERS AND ORGANISERS

The event will promote the solutions to the problem of food waste that they offer as well as activities of the partner organisations working in this field.

11.11.11 is the umbrella organisation of the Flemish North-South movements. It gathers the forces of 60 organisations and about 20,000 volunteers active in 330 local groups. They are all dedicated to one common goal: a just world without poverty. To realise this, 11.11.11 supports development initiatives in the South, exerts pressure on national and international authorities and campaigns in Flanders.

Millions of people throughout the world are still seeing their basic rights violated: clean drinking water, health care, basic education, safety, a viable income, freedom of speech, ... Neither have all persons daily access to sufficient healthy food. That is why 11.11.11 momentarily campaigns on the right to food for two consecutive years.

Worldwide, 842 millions of people are hungry. This is one in eight. Another 1 billion do not have access to high quality nutrition, although there is enough food to feed the world 1.5 times. During its campaign in the 2013 autumn, 11.11.11 brought this unjust situation and possible solutions to the public’s attention. In 2014, the organisation will focus on another specific cause of worldwide hunger, namely food waste. Needless to say, a subject that goes perfectly along with Feeding the 5000.

The Belgian Federation of Foodbanks helps approximately 125,000 deprived people by providing them food. To start with, actions to get there require a rather sophisticated logistics (trucks, fridges, etc). Food is then actually distributed thru more than 600 Charities, spread throughout the country. One of the keyword of our activities is gratuity: no salaries paid, no food purchased, and not sold either.

Since the beginning of our operations in Belgium, in 1985, ailsments are composed of surpluses, still eatable and which without the input of the Food Banks would have been wasted. Other sources of food are the European program, food industries, distribution (supermarkets, including yearly collections). Money to support our organization stems from citizens eager to help us to achieve our mission and our objectives.

In 1986, Belgium and France have launched the European Federation of Foodbanks, encompassing today 22 countries, belonging (or not) to the European Union. Everywhere, supporting philosophy and related actions aim to fight hunger thru a.o. waste elimination”.

Jean-M. Delmelle, President of the Belgian Federation of Food Banks
The Center for Research and Information for the Consumer Organisations (CRIOC) assists other societal organisations, our members, to further the interests of consumers. The CRIOC is active in a number of regional and national commissions and working groups in which we strive for better consumer policy. Furthermore, we initiate studies and provide information related to our work in the different commissions, or related to the interests of our member organisations. Consumers, our member organisations and public authorities can also rely on the CRIOC to provide them with information on consumer related affairs.

The CRIOC has reported on the topic of food waste since 2007. In 2010, CRIOC joined the GreenCook project with partners from the Belgium, the Netherlands, France, Germany and the United Kingdom, to help reduce food waste in North-West Europe. The CRIOC has published a number of studies on food waste and the behaviour of consumers, but we have also done research on food waste in the retail and the hospitality sector. Over the years we have informed the consumer through articles on our websites and by participating in events, and in the future we will continue our research and build partnerships to battle food waste together.

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Disco Soupe is a non-profit movement that addresses issues of food waste through festive community events, inspired by the Slow Food Youth Movement’s "Schnippel Disko" in Germany.

We set up collective gatherings for people to peel, cut and prepare discarded fruits and vegetables from local markets … to music! We turn the produce into soups and salads, then redistribute them for free and with donation

The Brussels group was set up in June 2013 and we have organised 5 disco soups since and are looking forward to organising many more.

We are always looking for help thus don’t hesitate to contact us if you want more information or want to be part of the exciting adventure!

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The EU FUSIONS project in which Feeding the 5000 participates is a key partner in this Brussels event. FUSIONS is a four-year project that aims to identify socially innovative solutions to optimise food use and reduce EU food waste by 50% by 2020. The project tackles food waste from a variety of angles, for example by developing standard methodologies for quantifying food waste, testing innovative solutions to address the issue and developing policy recommendations for food waste reduction.

FUSIONS also aims to bring together stakeholders from across the food chain and disseminate information about the issue to the broader public, notably through large-scale awareness events. FUSIONS already supported the highly successful Feeding the 5000 Amsterdam event last June, and the project team is excited to see these events spread to a growing number of cities across Europe. Representatives from the project will be present during the event, and will be glad to engage you in its activities.
**Eurotoques** is an association of chefs - more than two hundred in Belgium and more than four thousand in Europe – who all respect the same rules and pursue the same goals, in particular defending quality food products.

Euro-Toques is resolutely against food waste, defending rational fishing, seasonal products from local artisans, recipes and dishes based on seasonal products and culinary traditions in order to obtain balanced meals.

Jean Castadot, President of Eurotoques: “For the past six years, we have drawn our chefs’ attention to correct portioning, to the recovery of food leftovers and to waste sorting. On the occasion of our annual “Baron Romeyer Trophy”, we have established - together with Green Cook - an award for the team that best manages waste. This award is unique and a first in its genre”.

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**Green Up Film Festival** is a documentary festival focusing on the issues of sustainable development and mindful consumption.

Based on the philosophy that every gesture counts, the festival aims to raise awareness among the wider public through the medium of film, and to offer advice following the film screenings which will encourage citizens to make changes in their everyday consumption.

Over a period of six months, members of the public are invited to view the documentary trailers on the festival website and to vote for them.


The ten documentaries to receive the most votes are included in the festival programme and screened online from April 16-30.

GREEN UP FILM FESTIVAL: “The louder our voice, the stronger our actions.”

Website: [http://www.greenupfilmfestival.com](http://www.greenupfilmfestival.com)
Facebook: [https://www.facebook.com/GreenUpFilmFestival](https://www.facebook.com/GreenUpFilmFestival)
Twitter: @greenupfestival

Green Up Film Festival is organised by the Brussels-based association Wake Up!
KOMOSIE is the umbrella association for companies active in social economy taking up activities with an ecological added value in Flanders.

KOMOSIE supports them towards professionalization and defends its members interests towards the public and policy makers. KOMOSIE has built experience in the sector of “thrift shops” and “energy savers”, and now wishes to apply this experience to prevent food waste.

Our ambition with regard to food waste on the long run is the development and support of a network of companies and organizations

- that provide for the supply, storage, processing and distribution of food surpluses through various channels
- on a food-safe and financially viable way
- including the creation of sustainable jobs in the social economy
- with a value for people in poverty and support from all actors

Our main activities are:

- development of an expert center in “Dealing with food waste in a social way”.
- uniting different actors in the sector of social economy to exchange experience and to build partnerships
- taking actions towards the providers of food waste to bring them in contact with the social economy
- creating an exchange between the offer and the demand side, e.g. by developing an ICT tool
- developing concrete business plans ready to be implemented by the social economy for the valorization of food waste

Minister for Poverty Reduction

Minister for Poverty Reduction, Ingried Lieten: « People think more and more about the right to healthy nutrition for all and how reusing food surpluses could play a role in this. It is estimated that in Flanders 35,000 tonnes of consumable food are thrown away each year. It is unacceptable that perfectly edible food ends up in the bin, at a time when the demand for food aid is on the increase. Never before have so many people in Flanders and Brussels turned to the food banks for help.

Food distribution is not a way out of poverty. However, food is a basic need and allowing this food wastage to continue is antisocial. By letting food surpluses be reused for social projects we not only create better and more varied food parcels, but also offer opportunities for social entrepreneurship, which in its turn creates jobs for disadvantaged people. The food surpluses are so large that even social grocery stores and social restaurants can utilise them. A large number of people are prepared to commit themselves to this. I wish to encourage this and promote initiatives regarding food wastage and social economy. The purpose of a poverty reduction policy should be to structurally fight the
causes of poverty. Through education and work, among other things, we should be able to offer everyone the chance of a good life. Food aid alleviates an immediate need and does therefore not provide a long-term solution. However, if we do this the right way, it can give an impetus to structural poverty reduction, as well as be a step forward in the social economy. »

Oxfam is determined to change that world by mobilizing the power of people against poverty. One person in three in the world lives in poverty.

Around the globe, Oxfam works to find practical, innovative ways for people to lift themselves out of poverty and thrive. We save lives and help rebuild livelihoods when crisis strikes. And we campaign so that the voices of the poor influence the local and global decisions that affect them.

In all we do, Oxfam works with partner organizations and alongside vulnerable women and men to end the injustices that cause poverty.

Both food production and food waste result in emissions of greenhouse gases. These gases contribute to changes in the climate. Climate change is already making people hungry. It will change what we all eat.

The world needs meaningful action from governments and big business to reduce harmful emissions, protect poor farmers and ensure there’s enough good food for everyone. To make this happen, we need your help. Take a stand with farmers and activists all over the world and demand our leaders take ambitious action on climate change to help win the fight against hunger.

Slow Food is a global grassroots organization that envisions a world in which all people can access and enjoy food that is good for them; good for those who grow it and good for the planet. A nonprofit member-supported association, Slow Food was founded in 1989 to counter the rise of fast food and fast life, the disappearance of local food traditions and to encourage people to be aware about the food they eat, where it comes from, how it tastes and how our food choices affect the rest of the world. Slow Food believes that everyone has a fundamental right to the pleasure of quality food, and consequently the responsibility to protect the heritage of biodiversity, culture and knowledge that make this pleasure possible.

Slow Food involves millions of people, in over 160 countries. Slow Food believes that the prevention and reduction of food loss and food waste is an important step in achieving a sustainable food system. The key to fighting food waste is to give food back the value that it deserves. Slow Food organises small- and big-scale awareness raising events (e.g. Salone del Gusto), has produced guides and educational materials, and launched collaborations, for instance with Feeding the 5000.
The Slow Food Youth Network (SFYN) is an international network of young people who are enthusiastic about the Slow Food philosophy of good, clean and fair food. Good, because it is healthy in addition to tasting good; clean because it is produced with low environmental impact and with animal welfare in mind; and fair because it respects the work of those who produce, process and distribute it. The SFYN raises awareness among young citizens and consumers to encourage and mobilize them in making responsible choices about how to buy and consume food in a sustainable way, and reduce food waste. SFYN organizes several different events to engage young people in food-related issues, for example its Schnippeldisko/Disco Soup: an event to highlight food waste. The first Schnippeldisko was organized by SFYN Germany and soon replicated in countries such as France, the Netherlands, Korea, Mexico, Brazil, the USA and many more.

In Brussels, the Slow Food Youth Network collaborates with Disco Soupe Belgium and organises educational activities.

Social Groceries Flanders is a network of social groceries providing quality food at greatly reduced prices for people living in poverty. An objective survey on the base of clear criteria determines who can become a customer. In the social shop, customers chose the articles they want and pay a reduced price.

Important is that the grocery is also a place to meet and build up new relationships, to be listened to, to feel understanding for the problems faced and to get support to put your live back on track. It’s about full social integration of people living in poverty.

As Social Groceries Flanders we’re indignant about the enormous loss of food, especially when an increasing number of people (1 to 7 nowadays) has to live with a too limited income to be able to buy qualitative food. Therefore, we do not agree with the overproduction of food and the losses that go with it. We strongly ask the government to play an active role in reducing this overproduction.

Despite actions on different levels, some food loss in the value chain will be inevitable. These so called losses should be given a new purpose or processed into qualitative food. That is possible through social groceries, solidarity stores, social restaurants,...