



# WHY?

## WASTE IS NOT OK!

FLAVOUR is a European collaboration to find and upscale new ways to value food and reduce waste.

### 1. FOOD

Worldwide we throw away one third of the food produced. That is a huge waste of raw materials, not only from the food itself but also from the forest that has been cleared or the fertilizers used to grow the food. If food waste were a country, it would be the third largest greenhouse gas emitter in the world.

### 2. POVERTY

Around 800 million people worldwide are hungry. In the UK too, poverty is on the rise and more and more people rely on food aid.

### 3. JOBS

Many people are far from the regular labour market and have difficulty gaining work experience. Working with food provides new opportunities and entry points to discover their talents.



Halving food waste is the THIRD most effective action we can take globally against climate change."

**Chad Frischman,**  
*Climate Expert, Project Drawdown*



### DO YOU KNOW?

- 1/3 of all food is wasted = 8% of greenhouse gas emissions globally
- We waste 51 tonnes of food/ second. By 2030 we will waste 66 tonnes/second

# WHAT?

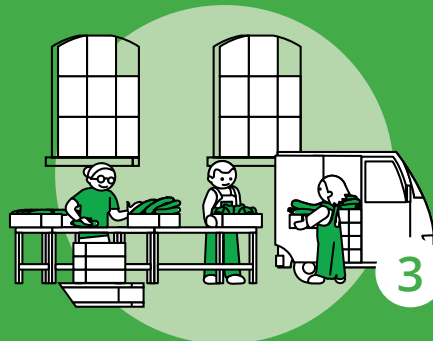
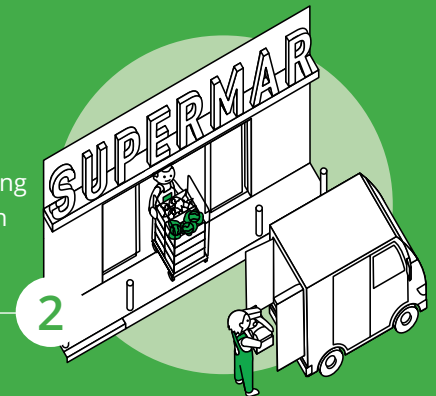
The first step towards ending food waste is changing the way businesses and people buy and use food to prevent it from occurring in the first place.

But where we can't yet prevent food becoming surplus, we should make use of it. Here's where FLAVOUR comes in.



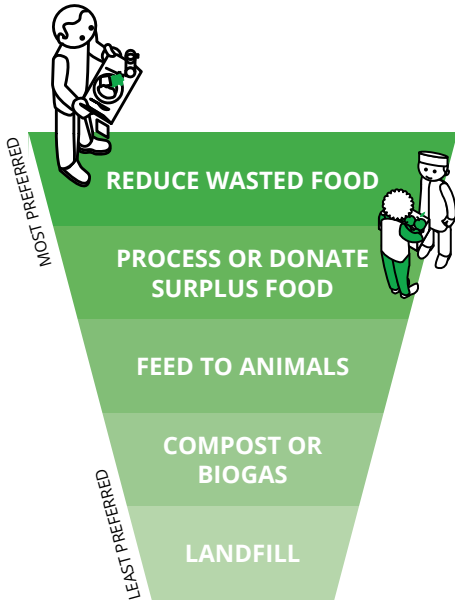
We redistribute surplus food to vulnerable people

We turn 'trash' into treasure by transforming fresh surplus food into new products, such as soup, sauces or preserves. We call this 'revalorisation'.



We create employment opportunities for people far from the labour market

# HOW?



## FOOD RECOVERY HIERARCHY

To support the UK and global goal to **halve food waste by 2030**, there are many things business, civil society and government at the local and national level can do. The food recovery hierarchy guides action – the most important step is always to put in place measures to prevent food becoming surplus in the first place.

## FLAVOUR IS A PLAN B

Making use of food waste to feed people doesn't tackle the underlying causes of poverty, such as low wages. But the high levels of surplus food available in the current food system does provide an opportunity to create value. While some food can be redistributed to be eaten as it is, at times there is simply too much perishable food to be consumed straight away: FLAVOUR aims to find and upscale new ways of revalorising food waste. In the process we will create work experience and training opportunities for people struggling to get into work.

## FLAVOUR IS A EUROPEAN COLLABORATION

We are a collaboration of 23 partners from four countries: the UK, Belgium, France and the Netherlands. Together, we are developing eight projects to pilot new ways of redistributing food and six pilots where surplus food is transformed to enhance its shelf life.



“

I love the people!  
I've made some  
great friends through  
volunteering.  
And I feel proud of  
what I do here ”

*Mark, volunteer in the food distribution center  
of FareShare Sussex*

# THE FOOD WASTE WARRIORS

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Born out of a successful Feeding the 5000 event, the Surplus Food Network brings together six organisations working to reduce food waste and alleviate food poverty. By collaborating we are more effective, reach more people and have a greater influence."

**Vic Borrill,**

*Brighton and Hove Food Partnership*

**FLAVOUR projects are offering a practical, hands-on demonstration of how the value of people and the value of food can come together to prevent waste and increase social value.**

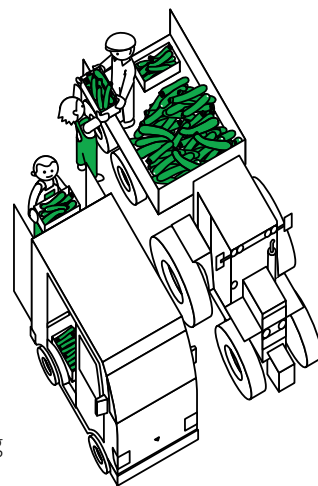
In the UK we are working in Kent and Sussex with the Brighton & Hove Food Partnership, FareShare Sussex, Feedback and Plymouth Marjon University. We join partners in Belgium and France, with a Belgian organisation, **HERWIN** leading the collaboration.

**Brighton & Hove Food Partnership** are working with local businesses and community food projects to ensure a collaborative, joined-up approach to tackling food waste.

**FareShare Sussex** provide a surplus food redistribution platform, alongside their FareShare Futures training, which ensures volunteers redistributing surplus food are equipped to enter the workplace.

**Feedback** is working with volunteers to harvest food surplus from farms – known as gleaning.

**Plymouth Marjon University** are creating a coaching trajectory to model how organisations can increase employment opportunities and help people far from the labour market to develop new skills for work.



“

FareShare Sussex is proud to support people into employment by offering all volunteers the opportunity to develop important work skills, alongside our daily operation redistributing surplus food to where it is needed most.”

*Rob Orme,  
FareShare Sussex*



#### **TURNING TRASH INTO TREASURE**

Several FLAVOUR partners in the UK are trialling new ways to save tonnes of fresh food by turning them into new products, such as making pumpkin gnocchi (Italian style dumplings) from the large quantities of surplus pumpkins on farms in the autumn.

#### **UP TO 5 MILLION TONNES OF FOOD IS WASTED ON UK FARMS EVERY YEAR.**

Reducing this could massively shrink the footprint of our food system, making room for nature regeneration.





“

Vulnerable workers acquire life and work skills while rescuing tonnes of surplus food...thus increasing their wellbeing and saving CO<sub>2</sub>!”

*Karen Janssens, Programme Manager, FLAVOUR*

**Interreg**   
EUROPEAN UNION  
**2 Seas Mers Zeeën**  
**FLAVOUR**

European Regional Development Fund

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**To get in touch, visit: [www.herwin.be/flavour](http://www.herwin.be/flavour)**

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