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**NATIONAL CHARITY FARESHARE CALLS ON FOOD INDUSTRY TO HELP TACKLE
FOOD POVERTY IN THE UK TODAY**

- Approximately one fifth of those using the services of charities across the country admit they have gone without a square meal for a week or more in the last year.¹
- Over 13 million people² in the UK are in relative poverty and likely to be struggling to afford to buy nutritious food regularly, rising food costs combined with other economic factors could mean the situation only looks set to get worse.

Today national food redistribution charity FareShare is calling on the food industry to help it get more food to those who need it and to support its expansion programme.

Tony Lowe, Chief Executive of FareShare, which redistributes good quality surplus food from the food industry to projects supporting disadvantaged people, says; "Food poverty is a big issue in the UK today. We've talked to groups of disadvantaged people, nearly three fifths (58%) have gone without a square meal for a day or more in the last year and of those almost one fifth (17%) have gone without for a week or more³.

"We know the Government is working to try and address this, now we're calling out to the food industry to play a greater part. We currently reach an average of 25,000 people with our service, but many more than this are still struggling to access food regularly and the food industry can help us to alleviate this sad reality."

¹ Source: FareShare National Impact Survey 2008

² Latest figures from the Institute of Fiscal Studies indicate there are 13.2million people in relative poverty, (the number of individuals whose household income is below 60% of that of the median individual (the median individual is in the middle of the income distribution) - a major factor contributing towards food poverty

³ FareShare research conducted for the period April 2007 to March 2008 amongst a sample of 506 people that access food via community projects across the country (September 2008).

Lowe continues: “The support we’ve already received from our industry partners such as Nestlé UK has helped us achieve a great deal so far, but it’s also highlighted the need for support from other businesses, Government and charitable trusts to help us achieve our ambitions to expand and reach greater numbers of those in need.”

Alastair Sykes, Chairman and CEO of Nestlé UK says: “No-one in the food industry wants to see good food going to waste. Partnering with FareShare means that good quality surplus food from Nestlé can benefit those who need it most, with a focus on environmentally friendly disposal for anything that can’t be used by community groups. Millions of people in Britain can’t afford a healthy diet – the more food companies who come on board the more people FareShare can reach and the greater impact on society.”

FareShare’s call to industry also coincides with the launch of its 2008 National Impact Report, new research conducted to evaluate its impact, which reveals that:

- **Almost 70% of community projects serving disadvantaged people have made savings** thanks to the food they receive from FareShare and have redirected those funds into other support services
- **92% of FareShare’s clients agree that the food they receive helps them stay fit and healthy.**

Hoping to kick-start its appeal for more supporters, FareShare is hosting an event in Central London on the 18th September, bringing together key figures from Government and industry. Speakers include Joan Ruddock MP & Minister for DEFRA and Alastair Sykes, IGD President and Chairman & CEO, Nestlé UK. Issues of food poverty and how it can be alleviated via the FareShare model, in partnership with industry, will be highlighted together with not only the social benefits of this solution but also the environmental ones.

FareShare CEO Tony Lowe will also use the event as a platform to set out the charity’s three-year vision for expansion:

- To open a further 18 depots, bringing its total number to 30
- To provide nutritious food to 2,500 community organisations and charities
- To redistribute 20,000 tonnes of food per year

- To provide everyday support to 100,000+ vulnerable people through food provision, as well as providing training and education
- To offer 6,000 volunteer opportunities

- ENDS -

Notes to Editors:

To attend the event, request further information or to set up an interview and/or request photography, please contact Heidi Budino, Julie Choudhury, or Bianca Incocciati at Munro & Forster tel. 0207 815 3926 / 0207 815 3906 / 0207 8153950

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Methodology of FareShare National Impact Report research:

Research undertaken with FareShare’s Community Members and their clients; with the support of market research company MarketTools. Response rate 40% of 420 Community Members. Face to face questionnaire with 506 people who visited 168 of the 420 charities in the FareShare Community Food Network.

About FareShare:

- Last year 3,000 tonnes of food were redistributed from the food/drink industry, by FareShare, to 500 projects serving the disadvantaged and vulnerable in the community. This equated to 4.6 million meals provided for the most vulnerable.
- FareShare has been operating since 2004 and today has 12 locations around the UK. Established in 1994 as a project within the homelessness charity Crisis, it aims to help vulnerable groups, whether they are homeless, elderly, children, or other groups in food poverty within our communities. FareShare regularly works with over 100 companies in the food and drink industry
- FareShare addresses food poverty and food waste in three ways:
 - i. Providing quality food – surplus ‘fit for purpose’ product from the food and drink industry – to organisations working with disadvantaged people in the community.
 - ii. Providing training and education around the essential life skills of safe food preparation and nutrition, and warehouse employability training through FareShare’s *Eat Well Live Well* programme.
 - iii. Promoting the message that ‘No good food should be wasted’.

- FareShare helps the environment:
 - i. The redistribution of food by FareShare minimises surplus food going to landfill.
 - ii. This redistribution of food helped businesses reduce CO² emissions by 19,500 tonnes in 2007.