

FareShare and Sainsbury's run UK's biggest ever food collection to 'Help Feed Those In Need'

- Sainsbury's and FareShare gear up for the UK's biggest ever single-charity food collection
- Extended to 900 stores and online following success of last year's Appeal



This weekend, FareShare and Sainsbury's will run the UK's biggest ever single-charity food collection - the Million Meal Appeal - encouraging customers to donate food items whilst doing their weekly shop to 'help feed those in need'.

Last year the first Million Meal Appeal took place in 600 Sainsbury's stores over one day (26 November 2011) and was a huge success. Enough food for 600,000 meals was donated by customers, which was matched by Sainsbury's, totalling 1.2 million meals. FareShare then delivered this food to over 700 charities and community projects across the country.

Last year FareShare provided enough food for over 8.6 million meals, so the Million Meal Appeal is a huge boost to our work, and to the charities we support such as the Whitechapel Centre in Liverpool which works with people who are sleeping rough, living in hostels or struggling to manage.

FareShare and Sainsbury' created the Million Meal Appeal to supplement the company's ongoing and extensive food donations programme. Whilst surplus food tends to be fresh produce, the Appeal focuses on long-life cupboard essentials, meaning the food FareShare supplies to its network of charities can go further. The Meal Appeal list consists of products such as dried pasta and rice as well as tinned food, instant coffee and tea.

FareShare CEO Lindsay Boswell said: *"The Million Meal Appeal has come at a crucial time. Around 5.8 million people are living in deep poverty in the UK, meaning they struggle to afford basic things like food. I hope many customers can support the Appeal and help us to provide even more food to the range of charities we support across the country."*

CEO Justin King said: *"We were overwhelmed by the success of the Million Meal Appeal last year. Both our customers and our colleagues got right behind it. This year we're doubling our efforts to 'Help Feed Those In Need' by running it over two days instead of one, and also extending the number of stores it runs in and taking it online. We've seen how for a relatively small cost, we and our customers can make huge difference, and would encourage everyone to get involved."*

- Members of the public can support the 2012 Million Meal Appeal in around 900 Sainsbury's stores throughout the UK on Saturday, 6 and Sunday, 7 of October.
- Customers donate an item from the 'Million Meal Appeal' shopping list provided by FareShare volunteers and Sainsbury's Million Meal Appeal ambassadors in store. The items are purchased as normal and then placed in the collection box after checkout, with Sainsbury's matching every donation by customers.
- Additionally, customers shopping with Sainsbury's Online can also choose to make a £1 donation to the 'Million Meal Appeal' up to 9th October 2012.

-Ends-



Notes to editors

About FareShare

- FareShare is a national charity fighting hunger and food waste. It does this by rescuing good quality surplus food that would otherwise go to waste and sending it to over 700 charities and community projects across the country, including day centres, homelessness shelters and children's breakfast clubs.
- Last year FareShare rescued 3,600 tonnes of surplus food:
 - Contributing towards more than 8.6 million square meals - enough for every person living in Greater London
 - Feeding 36,500 people a day - in weight that's the same as 450 double-decker buses!

Sainsbury's 20 by 20 Sustainability Plan

- Last year Sainsbury's rearticulated its *20 by 20 Sustainability Plan* to set out 20 ambitious targets with the aim of positively contributing as well as managing its impact. The plan aims to ensure the company remains at the forefront of sustainability to 2020 and beyond. One of these targets is that all stores will take part in a customer food donation programme.
- Please click on the link to see the report - <<http://www.j-sainsbury.co.uk/responsibility/20-by-20-commitments/>> <http://www.j-sainsbury.co.uk/responsibility/20-by-20-commitments/>
- Currently Sainsbury's food waste - food that is either past its display until date or the packaging is damaged - is donated to organisations like FareShare.

Rated world's leading food retailer sustainability

- Sainsbury's recently topped both the Dow Jones Sustainability Index and the FTSE4Good as the world's leading food retailer sustainability. Last week it was named Sustainable Retailer of the Year at the Retail Industry Awards.