



**Embargoed until 28 November 2013\***

## **Tesco customers set to help hungry families this Christmas**

- *As research shows more than a quarter have found it harder to feed their families over the last year, Tesco, the Trussell Trust and FareShare launch the UK's biggest ever food collection*

As Christmas approaches and temperatures start to plummet, new research published today reveals that more than one in four people in the UK have skipped meals, gone without food to feed their family, or relied on family or friends to provide food over the last year.

The research showed that 40 per cent of households across the UK have seen their situation worsen over the last year and just over a quarter say that they have struggled to buy the same amount of healthy and nutritious food that they did 12 months ago.

The research, carried out by Tesco, foodbanks charity the Trussell Trust and food redistribution charity FareShare, comes as the three organisations prepare to hold the Neighbourhood Food Collection, the biggest ever food collection in the UK from 29 November to 1 December 2013.

The cold weather and the pressure of providing at Christmas, combined with the continued rise of fuel and living costs, means that over a third of UK households will resist putting the heating on to ensure that food is readily available for the family. For those who have experienced food poverty things are even more difficult, with more than 60 per cent admitting that they will go cold to provide food.

Despite the challenges that many face, the generosity of the British public is stronger than ever and in the last year Tesco shoppers have helped to donate a total of 5.9 million meals. Liverpool comes top of the list, with two stores in the city donating more food than any other stores, followed by stores in Falkirk and Newcastle. As with previous collections, Tesco will be topping up total donations by a further 30 per cent.

**Chris Bush, Tesco UK Managing Director said:** *“Signs are that the economy is improving, but we know that consumers are not feeling it in their pockets just yet. This research shows how hard it has been for some families over the last twelve months, and we know that those on the lowest incomes in particular struggle to meet the cost of rising household bills. We want to use our scale for the benefit of the communities we serve and through our Neighbourhood Food Collection we are working with charities that are supporting the most vulnerable. The support for our previous two collections has been incredible and I’ve been impressed by the spirit of communities across the UK who have been so generous in donating.”*

The Neighbourhood Food collection will take place in every Tesco store in the country and will help to provide much needed food for the for the 400 foodbanks in The Trussell Trust foodbank network and the 1,000 UK charities supported by FareShare. Volunteers from the British Red Cross will be supporting FareShare volunteers this year in Tesco stores for the first time.



**Lindsay Boswell, CEO of FareShare said** *“This shocking research confirms what we’re seeing on the ground; people across the country are finding it incredibly tough. We’re now supporting more than 1,000 frontline charities that offer a hot meal and invaluable support to 51,000 people every day. Alarmingly, one in five people turning to these charities for help are children under the age of 16. As the cold weather sets in it becomes even harder, as people struggle to keep warm and provide enough food for themselves and their loved ones. Support for this collection is vital in ensuring we can provide our charities with even more food just in time for Christmas.”*

**Chris Mould, Chief Executive, Trussell Trust, said** *“The deeply distressing reality for Britain this Christmas is that thousands of families will struggle to put food on the table. 60,000 people are likely to receive emergency food from Trussell Trust foodbanks in the two weeks over Christmas alone, including 20,000 children. We’re already meeting parents who are choosing between eating and heating, and rising fuel prices mean that this winter is looking bleak for people on the breadline. With substantial numbers financially worse off than last year and more people turning to foodbanks than ever, the generosity of Tesco shoppers at this weekend’s collection will be crucial in helping stop hunger this Christmas.”*

The launch of the collection coincides with the publication of the latest dunnhumby consumer confidence tracker, which shows that while consumer confidence in the UK overall is improving, lower income families continue to feel under greater financial pressure and remain concerned about their future economic situation. The report found that 33 per cent of lower income consumers are worried about job security, 33 per cent are concerned about mortgage or rental payments and 53 per cent are worried about household bills.

#### **Research Key Findings:**

- 20 per cent of people have skipped a meal in the past 12 months as a result of not being able to afford food
- This figure rises dramatically amongst those who have experienced food poverty, with 66 per cent having had to skip a meal on more than once occasion
- A third of those who have experienced food poverty have gone hungry in order to feed their family
- More than 20 per cent of the population are worried about how some of their family members, friends or neighbours will be able to feed themselves this winter
- 20 per cent of people who have experienced food poverty would donate to a food collection, food bank or a charity even though they are struggling themselves

#### **Most food donations per store based on the previous two food collections held by Tesco, Trussell Trust and FareShare:**

1. **Liverpool, Allerton Road Superstore** - 31,367 meals
2. **Liverpool, Park Road Extra** – 29,704 meals
3. **Falkirk, Grahams Road Superstore** - 21,278 meals
4. **Falkirk, Redding Road Superstore** – 20,690 meals



5. **Newcastle Extra** – 19,538 meals
6. **Wirral, Bidston Moss Extra** - 18,792 meals
7. **Rugby, Rugby Superstore** – 18,599 meals
8. **Worthing, West Durrington Extra** – 18,412 meals
9. **London, Hammersmith Superstore** – 17,899 meals
10. **Stockport, Handforth Extra** – 17,603 meals

### **The Neighbourhood Food Collection**

- Every Tesco store in the UK is taking part in the collection and customers are also able to make a financial donation online at <http://www.tescolive.com/smart-living/giving-tree.html>
- This is the third collection held by Tesco and like the previous food collections, Tesco will be topping up total donations by a further 30 per cent
- Tesco colleagues, volunteers from FareShare and the Trussell Trust and members of the Tesco Retired Staff Association will be helping customers donate food across the weekend

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For media enquiries on the Neighbourhood Food Collection please contact Devries SLAM on 0844 8751483 [nfc@devries-slam.com](mailto:nfc@devries-slam.com) or Emma Capon in the Tesco press office on 01992 644 645 [emma.capon@uk.tesco.com](mailto:emma.capon@uk.tesco.com)

For media enquiries on the Trussell Trust and information on case studies, please contact Molly Hodson in the Trussell Trust press office on 01722 580 182 or via email: [Molly.Hodson@trusselltrust.org](mailto:Molly.Hodson@trusselltrust.org)

For media enquiries on FareShare and information on case studies, please contact Shakira Silvestri in the FareShare press office on 0207 394 2460 or via email: [shakira.silvestri@fareshare.org.uk](mailto:shakira.silvestri@fareshare.org.uk)

Join the Neighbourhood Food Collection on Twitter: #everycanhelps and Facebook: <http://en-gb.facebook.com/tesco>

### **Notes to editors**

- The research was carried out by Opinion Matters between 6 – 18 November 2013 with a sample of 4,000 adults

### **About FareShare:**

- FareShare is a unique charity fighting hunger and its underlying causes by providing food to more than 1,000 local charities across the UK, including homeless shelters, children's breakfast clubs, women's refuge centres and luncheon clubs for the elderly, helping to feed 51,000 people every day



- These charities prepare and serve this food onsite, offering their beneficiaries a hot, nutritious meal when they may otherwise go without
- The majority of the food redistributed by FareShare is surplus and would otherwise go to waste. This is mainly fresh produce, such as fruit, vegetables and meat so the food collection allows us to get hold of long life products, such as pasta and rice so we can provide our member charities with even more food
- FareShare has been operating since 2004 as an independent charity and today has 17 locations across the UK
- Last year we redistributed 4,200 tonnes of food, enough for 10 million meals, saving each charity an average of £13,000 a year and food businesses 1,850 tonnes of CO2 emissions.
- Find out more at [www.fareshare.org.uk](http://www.fareshare.org.uk)

#### **About the Trussell Trust:**

- The Trussell Trust's award-winning UK foodbank network partners with churches and communities to provide three days nutritionally-balanced emergency food to people in crisis.
- Over 90% food given out by foodbanks is donated by the public. Every foodbank recipient is referred by a frontline care professional such as a doctor, social worker or schools liaison officer.
- Two new Trussell Trust foodbanks are launching every week. The Trussell Trust has launched 400 foodbanks nationwide.
- Over 350,000 people received three days' emergency food from a Trussell Trust foodbank in between April and September 2013, more than the total helped in the whole of the 2012-13 financial year.
- Less than 5% of foodbank clients are homeless, many are working families struggling to make ends meet.
- For more information on the work carried out by Trussell Trust foodbanks visit: [www.trusselltrust.org/foodbank-projects](http://www.trusselltrust.org/foodbank-projects)