



Join a Global Campaign to Cut Food Waste

Supports the Save Food and the UN Secretary-General's Zero Hunger initiatives

A new global campaign to reduce food waste and food losses around the world is being launched by the UN Environment Programme and the Save Food Initiative of the Food and Agricultural Organization of the UN and Messe Düsseldorf, in partnership with WRAP UK, Feeding the 5000, and many other supporters.

Worldwide about one-third of all food produced – equivalent to 1.3 billion tons – gets lost or wasted in food production and consumption systems, according to data released by FAO. In industrialized regions, almost half of the food squandered there, around 300 tonnes, comes as the result of producers, retailers and consumers discarding food that is still fit for consumption. This is more than the total net food production of Sub-Saharan Africa, and would be sufficient to feed the estimated 870 million people hungry in the world.

There are lots of reasons why this is happening. But what is clear is that wasting food means wasting money in a big way both at the household level and in businesses throughout the supply chain – about \$200 billion annually in industrialized regions to be exact.

In a world of seven billion people rising to over nine billion by 2050 wasting food makes no sense—economically, environmentally and morally. It means not only money down the drain, but all the energy, land, water, fertilizers and other inputs needed to grow and distribute that food in the first place.

So this is a big campaign with big ideas and a huge impact. It needs everyone to be involved — mothers and their families, supermarkets, hotel chains, schools, football clubs, company CEOs, city Mayors, national and world leaders.

Get Involved — Make a Pledge

First, make a pledge now to reduce food waste on www.thinkeatsave.org.

Households can, for example, plan their weekly meals or learn how to cook and store leftovers. This means saving food and also saving money spent each week. Supermarkets, hotels and restaurants, up to companies, cities and countries can pledge to measure the food they waste and put in place targets to reduce it, improving their resource use and saving money in the process.

There are plenty of initiatives flourishing already around the globe. This campaign is also a way to link them together and to share tips, experiences and good practices.

We all need to **THINK** about and be mindful of our food consumption patterns, we all need to **EAT**, and we all need to **SAVE** food, especially in developed countries and among the middle classes of the developing ones. If we can '**Reduce our Foodprint**', we can reduce humanity's impact on our planet.

Visit www.thinkeatsave.org now!

*The **Think.Eat.Save** Campaign contributes to the FAO/UNEP Sustainable Food Systems Programme.*