

**NEWS RELEASE**

**06 March 2023**

## **Norfolk Recycles & Food Savvy Norfolk team up to support Food Waste Action Week 2023.**

Food Waste Action Week returns from 6th - 12 March 2023, with this year's theme being 'Win. Don't Bin.'

**4.5 million tonnes of edible food is thrown away each year by UK households\*** – the equivalent of 8 meals per week. We are on a mission to demonstrate how valuable food is in our lives and how to use everything up, which will also save you time, money and is kinder to the planet.

Food Savvy and Norfolk Recycles have teamed up to support Food Waste Action week and will be launching their **Ready, Steady, Save! tour**, in the Forum, Norwich on the 7th March 2023.

Food Savvy's interactive pop-up kitchen will be helping residents use their leftovers and giving tips on how to keep food fresher for longer. While Norfolk Recycles will help residents to Recycle Right when it comes to confusing plastic packaging. Working together so nothing needs to go in the rubbish bin!

During Food Waste Action Week lots of hints and tips will be shared on our social media channels and can also be in with a chance to win two cinema tickets by entering our competition.

**70% of all food waste comes from our homes. Costing UK households 3.5 billion each year.\*** Our Food Savvy pop up kitchen – Ready, Steady, Save! includes our Food Savvy saving wheel, where you can 'spin to get started' which looks at your current food saving habits. As well as games to work out what food to store where and energy saving cooking hacks.

Norfolk Recycles will be helping you sort your rubbish, with our right thing right bin game.

Cllr Nigel Lloyd, Chairman of the Norfolk Waste Partnership, said *"Throwing away good food is a waste of resources and energy used to produce that food and therefore has a huge carbon footprint, but also costing households."*

*"We're pleased to be supporting Food Waste Action Week alongside Food Savvy Norfolk to show how valuable food is. To help households make simple changes to reduce unnecessary food waste, which will save them money and help fight climate change."*

Research estimates **residents could save up to £730 a year** by making simple changes to their food habits such as enjoying their leftovers. More information for Food Savvy tips can be found at [www.foodsavvy.org.uk](http://www.foodsavvy.org.uk) or on Facebook, Instagram and Twitter @FoodSavvyNfk.



For what can and cannot be recycled in Norfolk visit [www.norfolkrecycles.com](http://www.norfolkrecycles.com) or find us on Instagram, Facebook and Twitter: @NorfolkRecycles

\*Research carried out by WRAP.

**ENDS**

**Notes to editors**

- The Ready, Steady, Save! tour begins 07 March 2023 10AM-3PM at the Forum, Norwich.

Future dates will be released on the Food Savvy website. [www.foodsavvy.org.uk](http://www.foodsavvy.org.uk)

- The Norfolk Waste Partnership (NWP) is made-up of Norfolk's County, District, Borough and City Councils working together to improve waste and recycling services for Norfolk's residents and visitors. 'Norfolk Recycles' is the public-facing brand of the NWP.
- The councils involved are: Breckland Council, Broadland District Council, the Borough Council of King's Lynn & West Norfolk, Great Yarmouth Borough Council, North Norfolk District Council, Norwich City Council, South Norfolk Council and Norfolk County Council.
- Further information about the NWP can be found at: [www.norfolkrecycles.com](http://www.norfolkrecycles.com)