



Department
for Environment
Food & Rural Affairs

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All MPs

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Dear colleagues,

Food Waste Action Week

The UK's first ever **Food Waste Action Week** is taking place next week from **Monday 1 to Sunday 7 March 2021**.

It is a great opportunity to demonstrate the impact of wasted food on people, on business, and on the planet. Food waste is one of the biggest contributors to climate change and 70% of UK food waste occurs in our homes. 20 million slices of bread are thrown away at home in the UK every single day - if we all stopped wasting bread at home for a year, it could do the same for greenhouse gas emissions as planting 5.3 million trees.

Supported by Defra and led by Waste and Resources Action Programme organisation (WRAP), the week will explore the practical ways in which we can drive down the amount of food we waste and look at why through every avenue – whether you're a citizen, business or organisation – wasting food makes no sense. The week will set the nation a challenge to reduce the amount of edible food wasted in our homes to as close to zero as possible, with a programme of activities dedicated to offering simple tips and proven strategies to cut waste.

I would appreciate it if you could support this initiative by amplifying both WRAP and Defra's social media content on Twitter, Instagram and Facebook, using the hashtag #FoodWasteActionWeek. You can find the relevant links and suggested social media copy at the bottom of this email.

I will be participating in the challenge throughout the week and sharing updates across my social media channels. I encourage you to get involved and to spread the word to your colleagues and constituents. Everyone can take part in the challenge, with simple actions



including checking your fridge temperature, using a portion planner, and trying out new recipes to use up leftovers. For further information on the challenge, I have attached a leaflet, which gives an outline of what it involves.

Kind regards,

A handwritten signature in blue ink, appearing to read 'Rebecca Pow', with a stylized flourish at the end.

REBECCA POW MP

Food Action Waste – Social Media

Social media pages

Twitter - [@LFHW_UK](#) , [@WRAP_UK](#) and [@DefraGovUK](#)

Instagram - [@LFHW_UK](#) and [@defrauk](#)

Facebook - [@lovefoodhatewastecommunity](#) and [@DefraGovUK](#)

Please use the hashtag #FoodWasteActionWeek and tag @LFHW_UK in your posts.

Digital assets to download can be found [here](#).

Suggested social media copy:

[The [lovefoodhatewaste.com/fwaw](#) page will go live on Monday 1 March – for posts before then, please link to [bit.ly/3bsPJqR](#)]

It's #FoodWasteActionWeek and I'm supporting @LFHW_UK in their mission to tackle wasted food and its impact on climate change. You can find out more about how wasting food feeds climate change and how to take part at [lovefoodhatewaste.com/fwaw](#)

Wasting food feeds climate change and each year UK households throw away 4.5 million tonnes of food that could have been eaten! There's loads you can do to cut the amount you waste this #FoodWasteActionWeek – check out all the tips from @LFHW_UK at [lovefoodhatewaste.com/fwaw](#)

It's #FoodWasteActionWeek and it's time to stop wasting food. Each of us can make small changes – saving one slice of bread, one potato, one drop of milk – they all add up to make a big difference for us and our planet. Head to [lovefoodhatewaste.com/fwaw](#) for more. @LFHW_UK