

SLIM MY WASTE

FEED MY FACE!

Fun food recycling campaign starts NOW!



Slim My Waste, Feed My Face

It's fun, it's exciting, and yet "Slim My Waste, Feed My Face" is Somerset's biggest-ever and very serious food recycling campaign.

Based on a successful initiative in Bristol, it will see thousands of rubbish and food bins transformed into colourful eye-catching reminders to recycle every scrap of food waste. The Slim My Waste, Feed My Face teams will give every household's rubbish bin a bright

yellow tape measure round it its middle, a "no food waste" notice on top, and deliver each Somerset home an information pack on why food recycling is so important.

Fun stickers in each Slim My Waste pack means every resident from the youngest to the young at heart can decorate their bin to give it a great face and powerful personality, and give everyone in the street a happy "feed my face" hint about recycling all waste food.

And the campaign can reach even further, as everyone is being encouraged to share pictures of their decorated bin on social media with the hashtag #FeedmyfaceSWP. Ace faces could win a free pack of eco-goodies.

No amount is too small; recycling six tea bags produces enough electricity to boil a kettle for another cuppa. And big savings are possible; if every scrap of Somerset's food waste was recycled, it would save almost £1 million a year to fund other vital local services.

Slim My Waste, Feed My Face has already proved a big hit in Bristol, which saw a jump in food waste recycling, while less colourful earlier food campaigns by Somerset Waste Partnership were also an excellent success.

Most Somerset people recycle food waste, far more than the national average, perhaps because this county pioneered weekly food waste collections more than a decade ago.

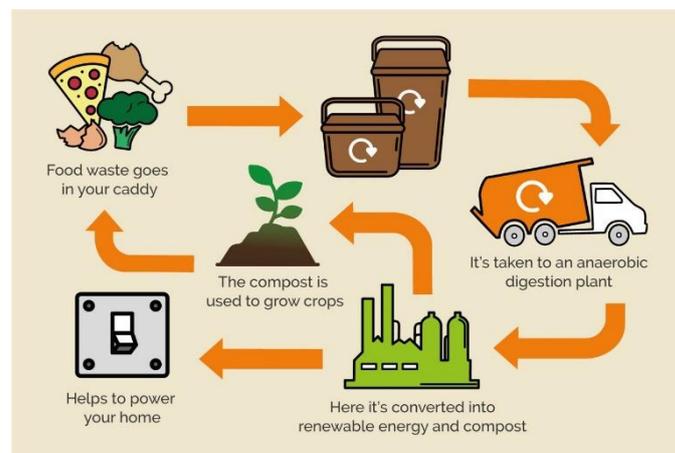
But there is still plenty more to do. Nearly a quarter of rubbish in the average Somerset bin is food waste. This is the worst material to be sent to costly and wasteful landfill, especially as it decays to produce powerful climate change gases, not all of which can be captured.

For half the cost of landfill, all food waste from every Somerset home can be recycled into power for homes and a nutrient-rich farm compost to grow more food. The secret is billions of hungry "burping bacteria" in an anaerobic digestion plant near Bridgwater.

All food – raw, cooked, fresh or "off", meat, fish, fruit or veg, pasta, cereal, bread and all plate scrapings – can be recycled every week, wrapped in newspaper or compostable bags.

Details of Slim My Waste, Feed My Face can be found at somersetwaste.gov.uk/slimmywaste, while anyone needing a free food waste bin should order one online now at somersetwaste.gov.uk/order-containers.

There will be frequent updates on Slim My Waste, Feed My Face on Facebook and Twitter using the hashtags #Slimmywaste and #FeedmyfaceSWP, including the shared images of the decorated food waste bins.



Somerset food recycling facts

- Most Somerset residents – 62%, far higher than the national average of around 42% – recycle food waste, which becomes power for the national grid and farm compost
- Food waste is a bigger cause of climate change than plastic (source: Zero Waste Scotland).
- Somerset households produce 42,000 tonnes of food waste a year but waste composition analysis shows 42% of food is recycled, well below Somerset's overall 52% recycling rate
- If every scrap of Somerset's food waste was recycled at the anaerobic digestion plant near Bridgwater, it would save £950,000 and 882 tonnes of CO₂ equivalent a year
- Food waste is 26% of rubbish in bins, with over one third – 36% – of that being food thrown away still in its packaging, including unopened and out-of-date food.

