

September/October 2016

# LFHW Partner Guide

## Moving On and Moving Out

During September and October, households can find themselves undergoing change. It's the time of year when many will be leaving home for the first time to go to university or college. Having finished education or training, others will be starting out on their new careers and this might mean moving away, sharing a house with friends or even setting up home for the first time. Fluctuating household numbers has a big impact on the amount of food we buy, cook and throw away. Smaller household numbers has implications for those leaving, and those staying behind.

Love Food Hate Waste will be giving some useful tips on how to adapt to moving on and moving out. If you are managing your own food budget for the first time or want to survive in a shared house without the fridge becoming a shambles or housemates having to live on beans on toast, we have advice and ideas on simple, useful habits that will put you on the road to food management success. There will also be some tips for those left behind and needing to adjust for cooking for fewer people.

### ***This guide contains:***

- ***an overview of the theme***
- ***messages and facts***
- ***example editorial for websites / newsletters / press releases etc***
- ***example tweets and***
- ***some suggested recipes but many more can be found [here on our recipe pages](#)***

***We hope you can get involved.***

*Thank you*

*The Love Food Hate Waste team*

## Overview

When numbers in a household change either temporarily or permanently, there is an impact on the amount of food that is wasted. The average amount of waste per person is highest in single occupancy households<sup>1</sup>. Therefore those setting up home by themselves for the first time and the smaller households that they leave behind may need some ideas and tips on changing the way in which food is managed to reduce the amount of food and money that is wasted. Love Food Hate Waste will be highlighting those household habits that may have served their time, and need changing if we are all to make the best use of the food that we buy.

With students leaving home for university they may become responsible for their own food budget for the first time at a time when student finances and the bank of Mum and Dad may be under serious strain. With graduates ending up with an average of £35-£40,000 of student loans<sup>2</sup>, it's good to know that by not wasting food at least the living costs can be reduced with even solo households saving £290 per year. Whether setting up home for the first time or living in student accommodation research shows that younger people – those between 18-24 – tend to waste more on average than older age groups. This can be due to cooking, preparing and serving too much, having busy lives and lacking in food management skills that would help reduce waste<sup>3</sup>. Older people tend to find that that food is thrown away because it's not used in time.

Love Food Hate Waste will be focussing on those skills and habits that can help households adjust to whatever changes in numbers that they face. We will suggest some easy ideas and recipes for those setting up home for the first time that can help save both time and money.

## Other things happening at this time

- End of the summer holidays and start of University terms
- Harvest Festivals/ suppers,
- Yom Kippur, 11 October
- Start of Diwali 30th October
- Halloween, 31st October

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<sup>1</sup> WRAP Household Food and Drink Waste: A People Focus

<sup>2</sup> Source Which? February 2015

<sup>3</sup> WRAP Household Food and Drink Waste: A People Focus

**Don't forget – there's a wide range of FREE materials that you can download to help you promote this theme in your local area at**

**[www.lovefoodhatewaste.com/partners](http://www.lovefoodhatewaste.com/partners) and our Get Involved section on [lovefoodhatewaste.com](http://lovefoodhatewaste.com)**

## **Messages and facts**

- Changes in household numbers can lead to food being wasted. Love Food Hate Waste has tips on how to change our ingrained habits and make the most of the food we buy.
- Moving out of home – either to university, a new job or to set up on your own means that people become responsible for their own food budget. By not wasting food, we can save up to £60 per month.
- It all adds up - even solo households can save up to £290 per year by not wasting food.<sup>4</sup>
- On average research shows that households containing people aged 18-34<sup>5</sup> waste more food than others, with 18-24 year olds being particularly wasteful. This is often down to cooking, preparing and serving too much and it all adds to the £4.1 billion of food that is wasted in this way<sup>6</sup>.
- Younger people also report being less skilled in food management<sup>7</sup>. Love Food Hate Waste can help with videos and a range of simple recipes with straightforward ingredients.
- With student debt on average reaching £35-£40,000<sup>8</sup>, anything that can help reduce food waste will reduce the strain on family finances. Love Food Hate was has lots of tips to help stretch the bank of mum and dad.
- The UK wastes £5.6 billion of food because it goes off before we have a chance to eat it.<sup>9</sup> Adjusting meal plans, portions and shopping habits will help empty nesters reduce the amount of food that gets binned in this way.
- Online tools such as the [portion planner](#), [readymade meal plans](#), the [Food Waste Assistant](#) and the free [App](#) can all help make the most of the food we buy.

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<sup>4</sup> WRAP's [Household Food and Drink Waste in the UK 2012](#)

<sup>5</sup> WRAP Household Food and Drink Waste: A People Focus

<sup>6</sup> Based on WRAP's [Household Food and Drink Waste in the UK 2012](#)

<sup>7</sup> WRAP Household Food and Drink Waste: A People Focus

<sup>8</sup> Source: Which? Feb 2015

<sup>9</sup> Based on WRAP's [Household Food and Drink Waste in the UK 2012](#)

## What can you do to get involved?

### Big actions, big impact

- **Use our ready-made editorial available at [www.lovefoodhatewaste.com/partners](http://www.lovefoodhatewaste.com/partners)** to generate press coverage in your local media.
- **Get the local radio or student stations to link to the theme.** Get listeners to suggest top tips from their student days, recipes to share with friends without breaking the bank and also tips for those now feeding fewer people at home.
- **Fresher's Fairs – have a stand, book at table, do a cookery demo.** Give away recipe cards or rice and pasta measures. Are there any societies with which you could make natural links eg a baking club, veggie society. Demonstrate the online help that is available.
- **Make a link with student finance services** – offering useful tips for money advice, offer free editorial or web material. Ask the student's union to link to the site.
- **Suggest to local media that they use the partner material.** If you don't have a large student population, suggest a focus on empty nesters and tips for them to save money on food.
- **Send information to residents and colleagues** put a link to Love Food Hate Waste on your website.
- **For retailers and brands:** Make a feature of food for students. with ideas recipes and for their correct storage.
- **How about putting together a kit box of useful items for those leaving home** – these could be stock food items or kitchen equipment, storage boxes, foil, clips and clingfilm.
- **Why not make use of our free template materials?** Make a feature of tips for those managing their own food budget for the first time.
- **Add information** to your customer and colleague communications – magazines, e-zines, POS recipes in the appropriate section, website, social media, blogs etc.

<b>Small actions, big impact</b>	<ul style="list-style-type: none"> <li>• Add the LFHW editorial information to your website</li> <li>• Make a feature of the LFHW information in the moving on, moving out theme.</li> <li>• Put out our template tweets on your Twitter feed</li> <li>• Make use of the <a href="#">Love Food Hate Waste videos</a> – you can embed any of these on your own website free of charge- especially the following –Fresher for longer, Savvy Storage, Date Labels, Easy Cheesy Pasta Bake, Portion Planning.</li> <li>• Encourage people to sign up to the <a href="#">Love Food Hate Waste newsletter</a> which will have a Moving On, Moving Out theme.</li> <li>• Blog about moving on and moving out to show how many foods can be used to make quick and delicious dishes.</li> </ul>
<b>If you do nothing else...</b>	<ul style="list-style-type: none"> <li>• Link your website to <a href="http://lovefoodhatewaste.com">lovefoodhatewaste.com</a></li> <li>• 'Like' us on <a href="#">Facebook</a></li> <li>• Follow us on <a href="#">Twitter</a></li> </ul>

## What are we doing?

- We'll be working with the media (particularly regional broadcast/print and lifestyle) and our partners to promote our information and solutions for helping consumers make the most their food when they move out.
- Our social media activity on Twitter and Facebook will ramp up and focus on this theme during September and October.
- We'll be looking to engage new partners to help us promote the theme, using our template editorial, recipes and tweets
- Our regular blog will focus on Moving On and Moving Out in September and October.

## Resources on the Love Food Hate Waste and partners' site

Template <a href="#">editorial</a>	Twitter <a href="#">ideas</a>
<a href="#">Recipes</a>	LFHW <a href="#">posters/adverts/leaflets</a>
LFHW <a href="#">storage</a> ideas	Date label <a href="#">infographic</a>
LFHW <a href="#">videos</a>	LFHW <a href="#">App</a>
LFHW <a href="#">Perfect Portion Tool</a>	<a href="#">Your Food Waste Assistant</a>
	LFHW <a href="#">Meal Plans</a>

All available on the LFHW partner website at:

[www.lovefoodhatewaste.com/partners](http://www.lovefoodhatewaste.com/partners)

### **Videos available to use**

LFHW has lots of free [videos](#) available for you to use – from menu planning, perfect portions, savvy storage to making perfect roast potatoes. There are plenty to choose from!

To share the videos simply follow the link above, click on the video that you want to share and then hover the cursor over the right hand side of the video frame – the “share” icon will appear – click on it and then choose the “copy URL” option to get the link to paste elsewhere.

If you would like to embed one of the videos on your own website, follow the instructions above, but instead of choosing the “Share” icon choose the “Embed” icon – you can then copy the embed code required to add the video to your website.

# Editorial

*This is example content which you can use for newsletters, websites, articles, blogs and turning into a press release – mix and match to make it work for you and your audience.*

## There and back again

Come the start of autumn, change is in the air. The annual migration of students off to university leads to fluctuating household numbers. Whether they come home at weekends or only during the holidays, changing household numbers can mean that food gets wasted. The habits and plans that have served us for many years, may perhaps have served their time as family life moves into a new phase. Love Food Hate Waste can help those that are going and those that are staying with hints, tips and recipes to help all of us make the best use of the food we buy.

Those setting up their own home or moving into shared student accommodation may for the first time have total responsibility for cooking all their own meals. The comforts of home cooking may have to be replaced by the realities of living on a student budget, or an entry level salary on the career ladder. Research has shown that households with people aged 18-24 do tend to waste more food<sup>10</sup> with the main reasons being preparing, cooking and serving too much. Some also admit to lacking in food management skills<sup>11</sup> and even leading a busy life and eating 'on the run' can also lead to food waste as food gets forgotten and goes off. Here are our top tips to save money.

## Timetable Alterations

Whether you are on an academic timetable, or are adjusting to a new work routine, one of the key ways to help you save money is to plan meals and menus. It's not as onerous as it sounds – there is even an [online](#) readymade two week meal planner for both meat eaters and veggies to help get you started. You might like to cook together with new housemates as buying food for four can not only be cheaper, but it can be fun, build friendships and also introduce you to a new recipe repertoire. Getting together to discuss a meal plan for a week will help work out who is cooking, what they will cook but will also work out when meals will not be needed. For example will Friday night have a late night takeaway tradition

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<sup>10</sup> WRAP Household Food and Drink Waste: A People Focus

<sup>11</sup> WRAP Household Food and Drink Waste: A People Focus

– or will housemates be missing at the weekends? Use the plan to make a [shopping list](#) but always check the fridge and cupboard before shopping – as you might already have the ingredients in stock.

## **Shared Fridges**

When you move into a new kitchen, check that the [fridge](#) temperature is below 5 degrees. This can extend the life of many foods such as chicken, fish and salad by an extra three days<sup>12</sup>. Raw food needs to be stored in clean, sealed containers on the bottom shelf to prevent contamination. In fact, most food will stay fresher for longer if it is kept in its original packaging or in a loosely tied bag. Leftovers need to be covered and then eaten within two days – cling film or reusing takeaway containers with their close fitting lids are perfect for this. The exception is cooked rice which should be eaten within 24 hours. Fridge food that is coming up to its use by date needs to be eaten or frozen. If you find food date labels confusing, why not print off our [date label infographic](#) and stick it on the fridge?

## **Old Mother Hubbard**

Just imagine you have moved from a home that has a good stock of all sorts of food in the cupboard, including those spices, sauces and condiments that you don't use often. If find yourself in a new place where the cupboard is bare, where to you start? Love Food Hate Waste has compiled suggested [storecupboard essentials](#) on the website. These are really useful items to have in stock as they can be used to create a meal, a snack or be combined with leftovers – especially if the shops are shut, or when the budget is tight. These items are likely to have a '[best before date](#)' on them which means that they should be safe to eat after that date, they just might not be at their best. This means that many can be safely left in the cupboard or taken home with you at the end of term, they don't need to be binned automatically. Keep them well sealed, cool and away from direct sunlight.

## **Loving those late night munchies**

Late night munchies, whether on the way home from a party, the pub, or as part of sitting up and talking into the small hours can be more expensive, so it's best to make the best possible use of them. A key discipline that will [keep your food safe](#) is to always wrap and put any leftovers in the fridge – curry, pizza and importantly rice should not be left out until the next morning. Rice needs to be cooled and in the fridge within an hour, used within 24 hours and if eaten hot needs to be reheated really well. Leftovers can also be frozen – even

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<sup>12</sup> [WRAP Report: Impact of more effective use of the fridge and freezer July 2013](#)



saving up small portions can mean a good feast at the end of term. Pizza makes a perfect lunch the following day. A cheaper alternative is to make fakeaways – making your own favourites with a mixture of storecupboard basics such as pizza bases and sauces, and adding in all sorts of leftovers from the fridge. Use the searchable [recipe finder](#) on [lovefoodhatewaste.com](#) to look up student staples such as chilli, curry, fajitas and pizza.

### **Alternatives to phoning home**

If any aspect of budgeting and cooking for you is a fairly new challenge, there is plenty of advice and hints on line. Whether it's [planning](#), getting [portions](#) right or [storing food safely](#), online help is available. If you want to brush up your cookery skills, there are a number of [videos](#) – including one for the student essentials Easy Cheesy Pasta Bake, Lasagne and Stir Fry.

As with learning any new subject, don't be downhearted if things go wrong. The online searchable [recipe finder](#) has a section of Rescue Recipes. Our recipes have good, clear instructions and also suggest variations so that all sorts of food can be used up. You can always search for recipes with specific ingredients, and if you find that there is always a particular bug bear food that you find yourself wasting, use the new [Food Waste Assistant](#) who can suggest ideas to save you money next time.

Download the [free app](#) to help you save money as you plan and shop – it will even suggest recipes based on what you have in your virtual fridge and provide tips on loving those leftovers.

### **Empty nest ... full fridge?**

Whether you are struggling with or secretly enjoying an empty nest, it's probable that the fridge is fuller than it used to be! Adapting to shopping and cooking for fewer people can mean undoing the habits of many years, but doing so will save you money and if you are acting as the bank of Mum and Dad for students then it all adds up.

Sleep shopping – that wandering around the supermarket on auto pilot – can mean that you end up buying foods that you just won't get through in time. You might have more time to go out for meals more – so draft out a meal plan for the week that has some room for manoeuvre. Get into the habit of [making a list](#) and checking the fridge, freezer and cupboard as you might not have got through your stocks at the usual rate. To prevent you always cooking too much, re-evaluate your portions using the [online portion planner](#). You

may want to change the measures or dishes you have always used - remember half a mug of uncooked rice is enough for two adults.

If you do find that you end up cooking too much, it's always worth freezing individual portions. Small amounts freeze better and single portions do add up over time, can provide a simple lunch, or are ready to use when family member pop back home with their washing, or an unplanned visit. An empty nest is also an opportunity to explore new foods, tastes and recipes. Why not take a look at huge range of [recipes](#) and enjoy expanding your recipe repertoire by finding new and interesting ways of using up forgotten or leftover food.

One way in which parents can help students make the most of the food that they buy when setting up home is to send them off with some simple kitchen kit and equipment. These don't have to be very costly – good freezer bags, a range of clips to keep packs airtight, foil, clingfilm and an inexpensive stick blender to make soups and smoothies rather than buying them can all help save money by keeping food fresher for longer and making good use of leftovers.

For hints, tips and recipes on how to make the best of the food that we buy and save up to £60 a month, visit [lovefoodhatewaste.com](http://lovefoodhatewaste.com).

# Moving Out, Moving Up Twitter ideas!

If you use Twitter to share Love Food Hate Waste messages, here are some ideas for our Moving Out, Moving On theme in September and October 2016. Why not try working with local community groups, find them on Twitter and give them an @ mention as part of the tweet. Hopefully they'll retweet for all their followers to see!

1. Are you the Bank of Mum and Dad? Stretching your family food budget further can help ease the load. For ideas visit <http://bit.ly/Jj7Xga>
2. Empty nesters make the most of your lower food bills and save for a holiday instead! @LFHW\_UK has fantastic ideas <http://bit.ly/Jj7Xga>
3. Cooking for fewer people? Re-adjust your usual portions sizes with the @LFHW\_UK everyday portion planner <http://bit.ly/1idnex7>
4. Need advice on storecupboard staples to have in stock in your new home? @LFHW\_UK has some great ideas <http://bit.ly/MEqMMh>
5. Develop your cooking skills and wow your housemates. Love Food Hate Waste has a range of videos to help <http://bit.ly/1g40TIQ>
6. Food keeps going off before you eat it? Planning meals and menus can save time and money @LFHW\_UK has tips <http://bit.ly/1F6jl74>
7. @LFHW\_UK has inspiration for your leftovers, forgotten foods and fridge items approaching their use by date see <http://bit.ly/1bqV9tC>
8. Budgeting and cooking for yourself for the first time? Stretch your budget with all sort of online help and advice <http://bit.ly/Jj7Xga>
9. Recipes for student favourites, curries, pasta bake, chilli and pizzas that don't break the bank can be found at <http://bit.ly/1bqV9tC>
10. Don't chuck food at the end of term without checking the dates! Save money with @LFHW\_UK by understanding dates <http://bit.ly/1eTjrPd>

There are plenty of [hints and tips](#) on the website which we find go down very well on Twitter – please feel free to tweet them. Be sure to include @LFHW\_UK in your tweet so we can help retweet them as well.

## Suggested Recipes

These are just a few examples of simple recipes that are great those moving out and cooking for themselves and housemates. For more see the recipe section on the [website](#).



[Mixed Vegetables Curry](#) – this is just one of the many lovely curry recipes on the website, using ingredients from meat to rhubarb. This is great for using up all sorts of tired veg.



[Quick Vegetable Chilli](#) – a fast version of a student classic.



[Easy Cheesy Pasta Bake](#) – you can see this one being demonstrated online. With a few very basic ingredients you can ring the changes with leftover veg or meat.



[Cheese and Ham Risotto](#) – almost anything can go in a risotto and there are lots of other recipes on the website that use fish, chicken and spring veg. Risottos are a good way of using up a glass of leftover wine.



[Black Bean and Rice](#) – a cheap and cheerful vegan dish made with staples from the storecupboard.