




GET  
#FOODSAVVY  
AND START  
SAVING

#FOODSAVVY  
SAVINGS GUIDE

 Norfolk recycles



 Suffolk recycles

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# CONTENTS

## Introduction

### What can I do?

#### Food waste

##### How can we save food and money?

- Plan
- Shop smart
- Store it right
- Portion
- Freeze
- Love leftovers

#### Useful tools

#### Recycle

#### Get 'appy

## Reducing plastics at home

### What can we do about plastic pollution?

- Plastic Planet
- Unexpected items
- Top tips

### How can I have a plastic free lunch?

- Top plastic free packaging



# INTRODUCTION

Many of us want to reduce waste, save money and boost our culinary prowess!

But sometimes it's hard to know where to start.

In this snappy Food Savvy saving guide you'll find tips, tools and advice that will help you make the most of your food and reduce your plastic use day to day.

If you've got a particular challenge you'd like help with or you've got a great idea tell us more [campaigns@hubbub.org.uk](mailto:campaigns@hubbub.org.uk).

# WHAT CAN I DO?

Follow the four R's

Reduce  
Reuse  
Recycle  
Responsible use





# HOW CAN WE SAVE FOOD AND MONEY?

## 6 STEPS TO SAVE



### 1. PLAN

Be the (wo)man with a plan. Take a moment to think about the week ahead and when you'll be eating at home. Plan a few days at a time and make a list. Oh and you should definitely take a 'shelfie' before you head out so you know what to buy.



### 2. SHOP SMART

Shop smart. Use your list and try not to be seduced by offers that you may not be able to eat.

Keep an eye on date labels and buy in small quantities when you can. A deal is only a deal if you can eat it.



### 3. STORE IT RIGHT

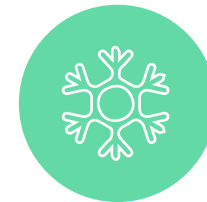
Storing food in the right place can make it last longer and taste better.

Take a look at food packaging or see our quick guide to storage.



### 4. PORTION

Get your portions right and both your purse and waistline will see the benefit.



### 5. FREEZE

Get friendly with your freezer. Freezing the food you haven't had time to eat - any time before the date on the label - acts like a pause button. It's brrrr-illiant.



### 6. LOVE LEFTOVERS

Leftover ingredients or meals can always find a happy home in another dish. We've got more recipe suggestions than you've had hot dinners.



**86%** of Norfolk and Suffolk residents are **worried about food waste**



**Yet together, Norfolk and Suffolk households waste on average...**

Up to  
**£810**  
of edible food per year per household



**45 million**  
slices of bread a year



**3 million**  
pints of milk a year

**Just imagine what you could do with that money!**



“ The impact food waste has on average family budgets is incredible. It’s also costing tax payers millions and is bad news for the environment.

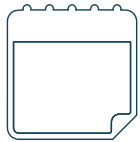
We’re not talking about massive lifestyle changes – small changes really can make a big difference. ”

Trewin Restorick, CEO of Hubbub

# 1. PLAN

Planning saves. It helps you to stretch food across a week and only buy what you need. A minute of plan-making will save hours of fussing over what to eat.

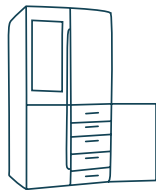
1



**Plan for 3-4 days.**

Which meals will your household want and be able to prepare and eat?

2



**Check your fridge and cupboards.**

What's in stock?  
What needs eating up?

3



**Next, chose what you want to eat!**

We are lucky to live in a world full of recipes. Choose dishes that have some common ingredients. Eating seasonally will keep costs down.

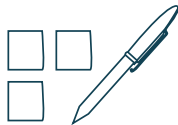
4



**Use a simple meal planner and leave a day blank.**

More often than not, we make more than we need or our plans change. Have a simple 'something on toast' or pick an item from the freezer as a back-up for that day.

5



**Map out which meals you will have when.**

If your eyes are bigger than the period of time you have to cook, then start a back-up list or Pinterest board so that you have them saved for a future week.

6



**Where possible, cook double and eat half later in the week, or freeze it.**

7



**Make a list** of what you need for the meals, crossing off what you already have at home.

**In a few short weeks, you will build up a fantastic time saving bank of family friendly meals which work together.**

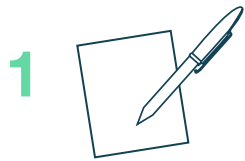
# #FOODSAVVY

## SAMPLE MEAL PLAN TEMPLATE

Day	Lunch	Dinner
1		
2		
3		
4		
5		
6		
<b>Spare</b> Leaving a gap in your meal plan allows eating up leftovers or eating out		
8		
9		
10		
11		
12		
13		
<b>Spare</b> Leaving a gap in your meal plan allows eating up leftovers or eating out		

# 2. SHOP SMART

Use your list and don't be seduced by offers that you may not be able to eat. Keep an eye on date labels and buy in small quantities when you can. A deal is only a deal if you can eat it.



**1** Always shop with a list. Lists can be made on the back of an envelope, a note pad on the fridge door or **an app on your phone**. Some apps allow you to share lists with others so that you can split the shopping.



**2** If you feel tempted by a bargain in store that's not on your list, think about whether that item can be **used, frozen or stored** for a later date.



**3** It might be cheap, but can you really finish that sack of potatoes? Thought not! **Buy loose fruit and veg** for smaller portions.



**4** Some foods are available now in **split packs** (such as ham or part baked baguettes) this will make your food last longer and allow you to freeze half to use at a later date.



**5** **Check food labels** in store. Don't buy food with a fast approaching use-by date unless you know you are going to eat it.



**6** **Get Wonky.** Many retailers now sell fruit and veg that have not met cosmetic standards at a discount. Bendy courgettes are more fun... You heard it here first!



**7** **Online shopping** is great if you have meal plans that you keep going back to. Save a list for each plan.



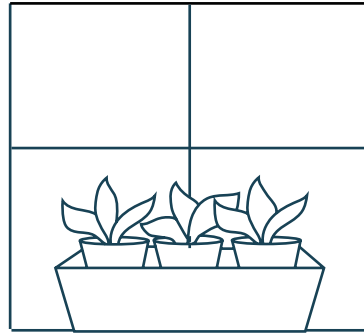


# 3. STORE IT RIGHT

Don't ignore where to store! Storing food in the right place can make it last longer and taste better. Check out our simple guide to storage and making the most of your freezer.

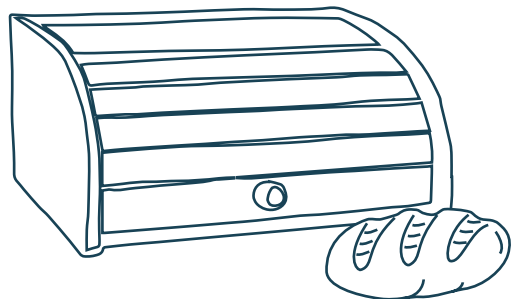
## FRUIT AND VEGETABLES

Should be kept in the drawer at the bottom of the fridge (in their original packaging or a loosely tied bag) – the exceptions are onions, potatoes, bananas, mushrooms and whole pineapple, which should be kept in a cool and dark place, but not the fridge. Keep potatoes and onions separate as onions can give off a gas (ethylene gas) that makes potatoes start to go off. Bananas should generally keep their distance from other fruit and veg. Sorry bananas!



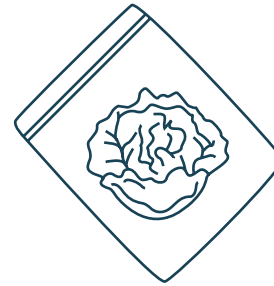
## STORING FRESH HERBS

Store loose leaves in a bag, in the salad drawer of the fridge. The exception is basil - keep it out of the fridge or it will turn black. Herb pots of chives, coriander, dill, mint, oregano, parsley and rosemary should be kept away from extremes of temperatures on the windowsill.



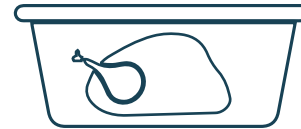
## BREAD

Is best kept in a cupboard or bread bin, but not in the fridge. Slice and freeze your bread for a constant supply of fresh toast.



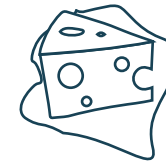
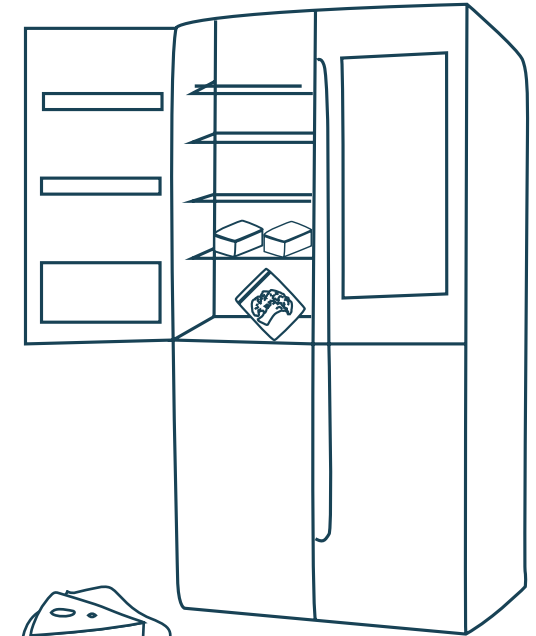
## SALAD

Wrap salad in a loosely tied plastic bag and keep it in the bottom drawer of your fridge.



## MEAT AND POULTRY

Store raw meat and poultry in clean, sealed containers on the bottom shelf of the fridge (above the bottom draw where the veg lives).



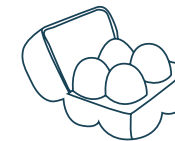
## CHEESE

Keep cheese in re-sealable packs, cling film, greaseproof paper, reusable wrap or a tub to prevent it drying out. Oh and hard cheese can be frozen- grated or whole!



## FIZZY DRINKS

Fizzy drinks keep their sparkle for longer if stored upright in the fridge.



## EGGS

Should be kept at a constant temperature below 20°C. Exquisitely easy.



## CEREALS, PULSES, GRAINS

Store your dry goods in glass jars or in plastic containers. This keeps them fresher for longer and makes it easier to see how much you have.



## 4. PORTION

Get your portions right and both your purse and waistline will see the benefit. Leftover ingredients or meals can always find a happy home in another dish. We've got more recipe suggestions than you've had hot dinners.

### PORTIONING HACKS

This **everyday portion planner** from **Love Food Hate Waste** will provide you with guidance on how much food you need for each person, for each meal. It's simple to use as they've calculated the typical serving sizes for you based on whether you are young or old and trying to get bigger or smaller. Ehem.

If you can't be bothered to weigh, we get it, time is tight, get your self a handy serving scoop. **See the Tools section.**

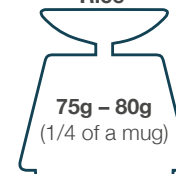
We would always recommend making double and freezing half to make your food and money go further.

#### Potatoes

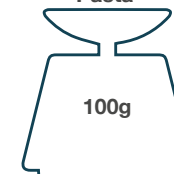
5 small potatoes constitutes an average adult portion.



#### Rice



#### Pasta



#### Lentils, chickpeas, beans

3 heaped tablespoons (80g)



### PORTIONING FOR CHILDREN

We know that children's changing appetites and their likes and dislikes can lead to a lot of edible food being wasted. Families with children waste, on average, **£810 worth of food a year**. Here are some tips for reducing food waste as well as making meal times fun and healthy.

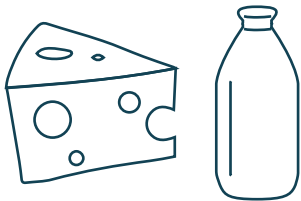
- **Offer smaller portions at first**, and encourage children to ask for more if they're still hungry. A full-to-the-brim plate can be daunting.
- **You could get older children to help themselves** (with a bit of guidance.) If they feel in control of putting the food on their plate, they're much more likely to eat it.
- If children get full mid-way through a meal **keep the leftovers** and offer them an hour or two later when they inevitably get hungry again, instead of a less nutritious snack.
- **Cut up fruit into slices**. Research has shown that children eat more fruit when it's cut into manageable portions, and it also makes it easier to share one piece of fruit rather than wasting two.
- **Fun food designs** can encourage children to finish the food on their plates.

## 5. FREEZE

Increased freezer use can save you up to £270 per year on your food bills. Who would have thawed?

### GET FRIENDLY WITH YOUR FREEZER

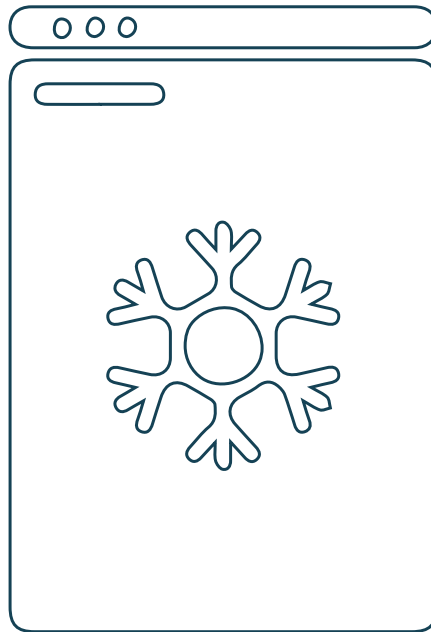
Freezing the food you haven't had time to eat – any time before the date on the label – acts like a pause button, buying you more time to eat the food you've bought.



46% of East Anglians don't know about freezing cheese and 41% have never frozen milk. We've said it before and we'll say it again. Get friendly with your freezer now. **Check out these frequently misunderstood freezer friendly foods.**

Do you have a jam-packed freezer, that you don't use? It might be time to eat up what you've got and make space that will save you time and money during busy weeks.

When freezing food, add a label. **60% of people forget what they've frozen.** What a waste of space, time and money. Chilling.



# 6. LOVE LEFTOVERS

Don't get in a pickle about a glut of fruit or odd vegetables in the back of your fridge. Jams, pickles, ferments and chutneys are a truly delicious way to save them for a rainy day.

## A LITTLE LEFTOVERS GUIDANCE

- When storing leftovers in the fridge, cool them as quickly as possible (ideally within minutes). Splitting them into smaller portions can help them to cool more quickly. Cover them and refrigerate.
- Use leftovers within two days and reheat until steaming hot. Rice should be eaten within one day.
- If you are going to freeze leftovers, cool them before putting them in your freezer. Once foods are in the freezer, they can be safely stored there forever. Make sure you defrost leftovers properly before reheating. Defrost them in the fridge overnight, or in the microwave if you intend to cook them straightaway.
- Eat leftovers within 24 hours of defrosting and do not refreeze. The only exception is if you are defrosting raw food, such as meat or poultry, once it's cooked it can be refrozen.
- Check out our recipe portal for some simple dishes that you can whip up with common leftovers. **THE BEST LEFTOVERS RECIPES.**

## WHAT CAN I DO WITH MY LEFTOVERS?

### Stale bread

Blitz up to make breadcrumbs and freeze – you can then take out as much as you need for recipes, whenever you need it.

### Cheese

Grate any lingering odds and ends of cheese and freeze – you can take a handful whenever you want it to add to a sauce, soup or pasta dish.

### Bananas

Peel, slice and freeze over-ripe bananas then blitz into a smoothie, or add a touch of milk to make quick banana ice cream.

### Fruit

Freeze berries or stew then freeze fruits such as apples, pears and plums to mix into smoothies, yoghurts and desserts or add to breakfast cereal. They're delicious in crumbles and pies too.

### Veg

Chop and sauté unloved, leftover veg, add some stock and any other ingredients you fancy (cheese, herbs, pesto), blitz and freeze for a nutritious soup. You could also add leftover pasta, rice or pulses.

### Citrus

Freeze slices of leftover lemon and lime and add to your drink. Ice and a slice in one.



## JAM, PICKLE, PRESERVE

Don't get in a pickle about a glut of fruit or odd vegetables in the back of your fridge. Jams, pickles, ferments and chutneys are a truly delicious way to save them for a rainy day.

Here's a recipe for a simple pickled red cabbage. You can swap cabbage for carrots, beetroot, radish, parsnip or rhubarb. [www.hubhub.org.uk/pickled-red-cabbage](http://www.hubhub.org.uk/pickled-red-cabbage)

There are plenty of simple kimchi, pickle, chutney and jam recipes online. Take a quick look and make the most of whatever's lurking in the back of the fridge.



# USEFUL TOOLS

## PLANNING AND SHOPPING

- Notice boards.
- Fridge note pads.
- Sticky labels.
- A good old piece of paper.

## TECH

- A household message thread – to keep tabs on who has picked up the milk on the way note.
- Todoist Ap.
- Create a shared list.
- Manage your pantry like a pro. CozZo creates a digital inventory of your kitchen cupboards, makes sure you know when food will go off, and creates shopping lists to streamline your supermarket trips. Never find a mouldy potato at the back of the fridge again.

## LEFTOVERS

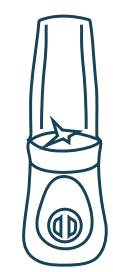
- Blender.
- Tupperware.
- Jam thermometer.

## FREEZING AND STORAGE

- Freezer bags.
- Tupperware.
- Marker pens.
- Freezer inventory.

## PORTIONING

- Measuring spoons.
- Scales.
- Rice and pasta scoops.
- Bag clips.
- Thermometer – keeping your fridge 2-5C can add weeks to your food.
- Kilner jars – in sight, in mind. See what you have left and you've never overbuy or get caught short.
- Bowl covers.
- Beeswax wraps.
- Fridge Mat.
- Banana hanger.



# RECYCLE

Eating the food that you buy is the best way to make the most of your hard-earned cash. But, some food waste is unavoidable. If faced with waste you can compost, give it to your wormery or check to see what other food waste services your local Council provides.

## SIX EASY STEPS TO HOME COMPOSTING

### 1. Find the right site

Ideally site your compost bin in a reasonably sunny site on bare soil. If you have to put your compost bin on concrete, tarmac or patio slabs ensure there's a layer of paper and twigs or existing **compost** on the bottom. Choose a place where you can easily add ingredients to the bin and get the compost out.

**2. Fill your bin up** with the right mix of greens and browns.

### 3. Wait a while

It takes between nine and twelve months for your compost to become ready for use, so wait and let nature do the work. Keep on topping up your compost with greens and browns.

### 4. Ready for use

Once your compost has turned into a crumbly, dark material, resembling thick, moist soil and gives off an earthy, fresh aroma it's ready to use.

### 5. Removing the compost

Lift the bin slightly or open the hatch at the bottom and scoop out the fresh compost with a garden fork, spade or trowel.

### 6. Use it

Don't worry if your compost looks a little lumpy this is perfectly normal. Use it to enrich borders and vegetable patches, plant up patio containers or feed the lawn.

## WHAT TO ADD TO YOUR COMPOST

Aim for a balance of 50% greens and 50% browns in your compost bin.

**Browns** (organic matter high in carbon).

*Dry leaves, woody plant trimmings, straw, pine needles, sawdust and paper products.*

**Greens** (organic matter high in nitrogen).

*Kitchen scraps, coffee grounds and filters, leafy plant trimming, grass clippings, manure, fur, feathers and hair.*

## WHAT TO KEEP OUT OF YOUR COMPOST

- Ashes from charcoal barbecues, fireplaces or wood stoves.
- Disease or insect infested plant material.
- Meat, bones, grease, fats, oils, or dairy products.
- Weeds with seed heads.





# GET 'APPY

**Food Rescue app** - input up to nine ingredients and receive recipe Inspiration from more than 1,200 choices ranging from full dinners to simple snacks.

**EatBy app** - this barcode scanner keeps track of the food you have in your kitchen and reminds you to eat it before it goes past its use by date. Sharing function makes it easy to share your shopping list or let your family know what's for dinner.

## Olio

Get involved in your community with this popular food sharing app. Got too much food on the go? Just pop it on Olio and someone from your local area will be happy to pick them up. Free, easy and full of community spirit.

## CozZo

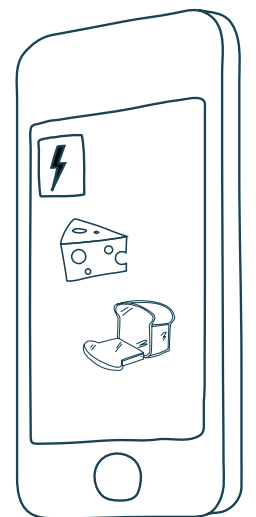
Manage your pantry like a pro. CozZo creates a digital inventory of your kitchen cupboards, makes sure you know when food will go off, and creates shopping lists to streamline your supermarket trips. Never find a mouldy potato at the back of the fridge again.

## Too Good to Go/Karma

Sometimes we just don't have time to make that midweek meal, which is where Too Good To Go and Karma come in. Connecting you to local businesses, these apps sell food at discounted prices, so it doesn't just get thrown away. Cheap, delicious and beneficial for everyone!

## Giki

Make your food choices count. Simply scan the barcode on a product and Giki will tell you everything from additives, to the company's sustainability policy. It will give you info on animal welfare, carbon footprint and palm oil content, arming you with everything you need to make an informed choice.



An underwater photograph showing a large amount of plastic waste, including bags and fragments, floating in the water. In the bottom left corner, a large, reddish-brown fish is swimming towards the right. The text 'WHAT CAN WE DO ABOUT PLASTIC POLLUTION?' is overlaid in white, bold, sans-serif capital letters.

# WHAT CAN WE DO ABOUT PLASTIC POLLUTION?

“ We may think we live a long way from the oceans but we don't. What we actually do here... has a direct effect on the oceans and what the oceans do then reflects back on us.

We could actually do something about plastic right now. ”

Sir David Attenborough



# PLASTIC PLANET

## OUR PLASTIC PASSION

- The original meaning of plastic is “pliable and easily shaped”. First invented in 1869 as a substitute for ivory.
- Mass production started in the 1950s. In six decades the world has produced an estimated 8.3 billion tonnes of plastics.
- A million plastic bottles are bought around the world every minute.
- There will be a 40% growth in plastic production in the next ten years.
- By 2050, the amount of plastics dumped in the ground will be 35,000 times as heavy as the Empire State Building.

## WHY IS PLASTIC A PROBLEM?

- Plastic takes more than 400 years to degrade so most of it exists in some form.
- 8 million metric tons of plastic ends up in the oceans every year. The equivalent to five grocery bags for every foot of coastline around the globe.
- Thirty eight million pieces of plastic were discovered on the uninhabited Henderson Island in the Pacific Ocean.
- Plastic micro-particles have been found in fish eaten by humans.
- A recent study found microplastic in 50% of human stools sampled.

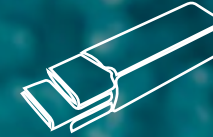
## AN ISSUE FACING THE UK

- Only **58% of plastic bottles** that can be recycled are being recycled – 15 million per day are not.
- Earlier this year volunteers cleared a ‘plasberg’ out of the River Aire, filling **63 bin bags of plastic** debris.
- **500,000 microplastic particles** per square metre were found in the River Tame, the highest levels recorded anywhere in the world.
- **300 tonnes of litter** are cleared from the Thames each year.
- **75% of fish** in the Thames have plastic fibres in their gut.
- **80% of ocean plastic** comes from land-based sources.
- The UK no longer sends low-grade plastic to China, affecting our recycling system.

## HERE ARE A FEW UNEXPECTED ITEMS THAT CONTAIN PLASTIC



Synthetic clothing (such as polyester)



Chewing gum



Wet wipes and cotton buds



Teabags



Crisp packets



Coffee cups



Shampoo



Cigarette filters



Sanitary wear





# TOP TIPS

Feeling overwhelmed? We are too! Here's our top alternatives to single-use plastic that will make a big impact.



1. Reusable coffee cup



2. Reusable water bottle



3. Refillable containers



4. Shampoo and soap bar



5. Reusable make-up removal pads



6. Bamboo toothbrush



7. Reusable shopping bags



8. Non-synthetic clothing

# TOP PLASTIC FREE PACKAGING

HOW CAN  
I HAVE  
A PLASTIC  
FREE  
LUNCH?



**Stainless steel  
lunch boxes**



**Bee's Wrap  
Reusable Food  
Wrap**



**Reusable coffee  
cups**



**Reusable water  
bottle**



**Black + Blum  
Lunch Pot**



**Wool lunch bag**

# THANK YOU

Find out more visit: [foodsavvy.org.uk](https://foodsavvy.org.uk)

[Hubbub.org.uk](https://Hubbub.org.uk)

 Norfolk recycles



 Suffolk recycles

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