

2020 Food Waste Campaign

# too good to waste

One man's  
waste is  
another man's  
treasure

[www.foodsourcingfoundation.org](http://www.foodsourcingfoundation.org)



# too good to waste

*One man's waste is another man's  
treasure*

Food is precious. The reduction of food waste is something that concern all of us. Meat, fish, milk or cereal products should not be found in waste bins. This especially so when we know that there is severe hunger in many parts of South Africa. Food Sourcing Foundation NPC was founded as a direct response to the disconnect between food waste, hunger and environmental sustainability.

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# foodwaste

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Firstly, a little look at what's happening in South Africa...

- In South Africa, 10 million tonnes of food go to waste every year. That's a third of the 31 million tonnes produced annually.
- Meanwhile, roughly 12 million South Africans go to bed hungry every night.
- The Council for Scientific and Industrial Research has valued this loss at R61,5 billion.



A black trash bin filled with food waste. In the foreground, a white KFC cup with red stripes and the KFC logo is visible. Behind it, a pizza box with 'PIZZA PIZZA' printed on it is partially seen. A brown paper bag with green stains is also present. The bin is set against a dark background.

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# Our story

We're all confronted with issues everyday, and some are easier to ignore than others. Nobody likes seeing food go to waste, but the reality is that it's very common for businesses and households to waste food. However, for us it became clear that something had to be done when we saw perfectly good food being thrown away after a buffet...food that was just 'too good to waste'.

Once the seed of the idea was sown, Food Foundation NPC was registered in South Africa as a Section 21 Non Profit Company Reg. No. 2020/054654/08 to end hunger and food waste in South Africa and beyond.

# impact

We are set to make an impact on hunger and food waste through our 2020 campaign with the theme, **"Too good to waste: One man's waste is another man's treasure"**

We are set to build an incredible community of over **2 million** Waste Warriors and more than **500** partner food retailers, farms and manufacturers across the country.

We strive to save over 10 000 meals a day.

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# impact

But we still have.....

..... a long way to go to create the impact we want and our planet needs. We're out to create a change in culture, a movement against food waste. Our vision is a South Africa without hunger and with no waste, and we won't stop until we achieve it!

# Our goals

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To achieve our mission our goals are as follows:

## Goal #01

● Reduce the amount of food waste generated

## Goal #02

● Increase the amount of safe, nutritious food donated to those in need.

## Goal #03

● Recycle unavoidable food waste, diverting it from landfills





# end hunger, end food waste

"Reducing food waste is one of the most important things we can do to reverse global warming."

- Chad Frischmann, Climate Change Expert

-We organise community meals to feed the hungry using excess food from restaurants, hotels, fruits and veg shops, farms and grocery stores thereby preventing perfectly good food from entering the waste stream.

-If we recover all the food that is lost or wasted in our food service sector, we will have enough to feed all those who are hungry in South Africa, four times over..



# partner us

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**Join the largest food waste movement in South Africa!**

Small actions have big consequences so join the Food Sourcing Foundation 2020 Campaign. "Too Good To Waste: One man's waste is another man's treasure". and start making an immediate difference in the fight against hunger and food waste in your community today!

**Become a Waste Warrior today!**



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# donate

*Have you got leftover  
food?*

Reduce your food waste footprint by joining other businesses in taking visible action to combat a crucial environmental issue.

Contact Us:

+27 81 396 7386/ 27 68 547 0157

Email: [donations@foodsourcingfoundation.org](mailto:donations@foodsourcingfoundation.org)





thank you!

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Registered Non Profit Company: NPC Reg. No.2020/0546554/08