



Frequently asked questions

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About food waste

How much fruit and vegetables are thrown away?

In St Edmundsbury food waste fills up a third of the rubbish bin and in total over 7,500 tonnes of food waste is thrown away each year! We also know that nearly half of the food thrown away in St Edmundsbury is made up of fruit and vegetables.

[Love Food Hate Waste](#) has estimated the average family could save up to £700 per year just by reducing the amount of food waste. Love Food Hate Waste found that in 2015 in the UK alone, £13 billion of edible food was thrown away from our homes and in total 7.3 million tonnes of food was thrown away!

Why is food waste a problem?

There are both environmental and financial impacts related to food waste. Environmentally, resources such as land, water, labour, energy, manufacturing and packaging are required in food manufacturing. It takes a land mass larger than China to grow the food each year that is ultimately never eaten.

Financially, all of these resources cost money. Once food waste is thrown away in the bin, there are additional costs for the collection and disposal of the rubbish.

The food waste trial

What is the purpose of the trial?

The trial has two key objectives:

1. To understand how fruit and vegetables can be stored in the home more effectively to prevent over ripening.
2. To see how using a Fresh Pod can help fruit and vegetables last longer, therefore reducing the amount thrown away.

St Edmundsbury Borough Council has received funding from Sainsbury's and the project is being supported by a local company called Fresh Pod Ltd.



Why is Sainsbury's funding the trial?

St Edmundsbury Borough Council was awarded funding from Sainsbury's as part of their national 'Waste Less, Save More' campaign. Sainsbury's are investing £1 million in communities across the UK to help in the fight against food waste. This project is part of this investment. Details of the different projects being supported is available at:



<https://wasteless.savemore.sainsburys.co.uk/whats-happening>

How do I know if my house is part of the trial?

Around 7,000 households in and around Bury St Edmunds have been selected to be part of the trial. If you are part of the trial you will have received a leaflet about the project on your black bin during the week commencing 17 July. A Fresh Pod will be sent to you during the week commencing 24 July.

What do I have to do to take part?

We are encouraging as many households as possible to take part in the trial and give the Fresh Pod a try.

You are under no obligation to take part but we welcome your feedback. If you are able to, please complete the food waste survey to register your support as soon as you can using the link below.

<https://www.snapsurveys.com/wh/s.asp?k=149980583388>

The survey will take no more than five minutes and all those who register will be entered into a prize draw. To find out more see our website.

We would like households to trial the Fresh Pod for three months (August to October). At the end of the trial you will have the opportunity to provide some feedback – we would like to hear how it worked for you!

Can you take part if you are not in the trial area?

If you have not been selected as one of the households to receive a Fresh Pod you can still register your interest to take part if you live in St Edmundsbury. We have a limited number of Fresh Pods still waiting to be sent to people living in the area. Complete our Food Waste Survey to register to take part

<https://www.snapsurveys.com/wh/s.asp?k=149980583388>

Are you planning any local events?

Check out the website for updates on events related to this project.

<http://www.westsuffolk.gov.uk/bins/foodwaste.cfm?aud=resident>

You can find us at the following locations. Please come along and ask the team about food waste reduction, Fresh Pods or to give feedback:

- 11 August - Sainsbury's store, Bury St Edmunds
- 18 August - The Arc Shopping Centre, Bury St Edmunds
- 26 August - The Arc Shopping Centre, Bury St Edmunds
- 30 August - Bury St Edmunds market

Will anyone visit my home to discuss the trial?

We are working with a company called Groundwork who will be door knocking on 1000 households to complete a short survey about the trial. This is important as it will guarantee that we receive information about how much food waste is being generated before the Fresh Pod is used. All information collected will be

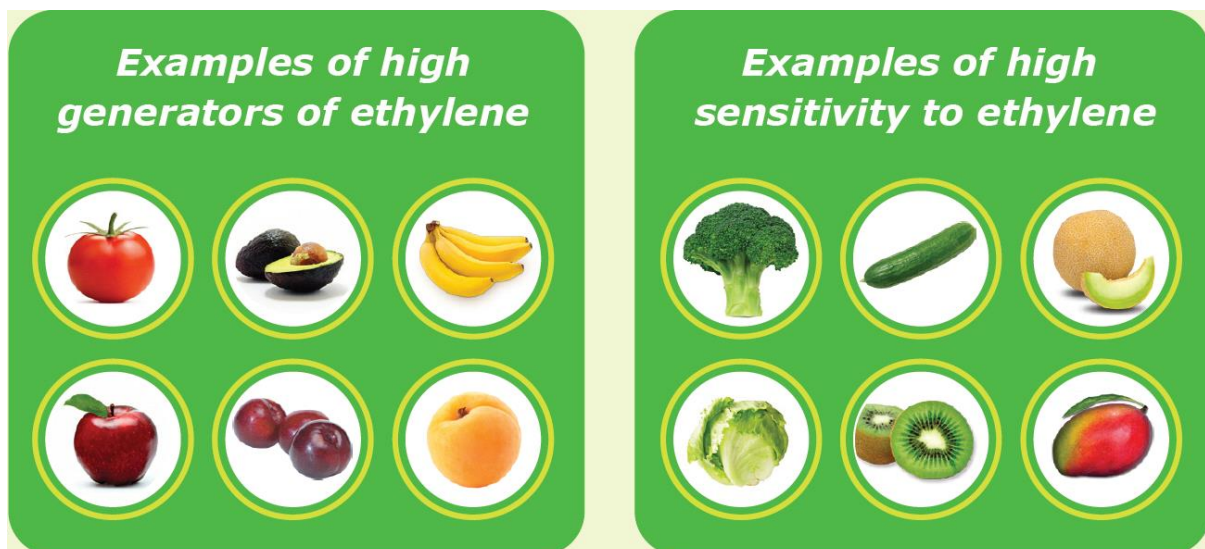
treated in confidence. All Groundwork staff will be able to provide proof of identification on request.

About Fresh Pod

How does the Fresh Pod work?

Fruit, vegetables and even flowers naturally give off a gas called ethylene to ripen. It is the main reason your bananas brown, broccoli goes yellow and strawberries turn grey so quickly – the latter being a mould that attacks ripening fruit.

What is even more challenging is that different types of fruit and vegetables give off different volumes of ethylene, whilst some are more sensitive to ethylene than others. So, when you start to mix produce in your fridge or fruit bowl a real battle breaks out.



We can go some way to reducing the damage by understanding which produce generates excessive levels of the gas and which ones have a real problem with it. Keeping them apart, where possible, will help.

The quickest and easiest method to protect fruit and vegetables is to pop a Fresh Pod in your fridge or fruit bowl, this will neutralise ethylene as well as airborne fungal spores.

How do I use the Fresh Pod?

Simply take it out of its plastic wrapper, insert in the plastic green pod provided, and place it in your fridge next to your fruit and vegetables. Fresh Pod will last six months. After you have used it the plastic shell can be used again, refills are available online. It is also 100% recyclable. The sachet contents once used can be safely disposed of by sprinkling on your garden or house plants, as it becomes a plant fertilizer after six months.

How do I know if the Fresh Pod is working?

You should notice that your fruit and vegetables are lasting longer. If you want you could measure your fruit and vegetable waste before you start using the Fresh Pod and again after you have been using it for a while to see if there is any difference in the amount you are throwing away. We would love to hear how you get on so don't forget to register to take part in our survey.

<https://www.snapsurveys.com/wh/s.asp?k=149980583388>

Where in the fridge is the best place for Fresh Pod?

If you store fruit and vegetables in the salad drawer place your Fresh Pod in there, otherwise place on a lower shelf in the main body of the fridge.

Is Fresh Pod safe?

Perfectly. Fresh Pod treats the air in the fridge with no direct interaction with produce. If you get brown spots on the sachet this is just moisture and nothing to worry about.

The Fresh Pod has worked wonders for my leafy vegetables and salads but I don't notice such a difference with carrots, am I doing something wrong?

Some produce is more sensitive to the ripening gas (ethylene) for example leafy vegetables, salads, mangoes, broccoli. therefore the benefits are more visible, but rest assured its effects are beneficial across all fruit and vegetables.

Is it recyclable?

Yes, when the sachet has expired after six months cut it open and sprinkle on your house plants as it is a slow release fertiliser. Keep the green plastic pod as replacement sachets are available to purchase if you wish to continue after the trial has ended.

Does Fresh Pod work in a fruit bowl?

Yes, ethylene is heavier than air so placed in the bottom of a deep fruit bowl is most effective. Room temperature will affect performance – the chilled environment of a fridge is more effective as the cold air slows down deterioration too. Fresh Pod works best at the bottom of the fridge or in the salad drawers.

What is the main benefit of Fresh Pod?

By neutralising ethylene as well as removing airborne fungal spores and bacteria, fruit and vegetables stay fresher, crispier and tastier for longer and retain important nutrients. As well as reducing food waste and household costs, Fresh Pod also helps the environment.

What do I do if I want to continue using the Fresh Pod after the trial?

Fresh Pods are available to buy online. For further information:

<http://www.freshpod.co.uk/domestic/>

Are there other things I can do to reduce food waste?

Yes! Planning ahead, cooking the right amount, storing food correctly and using up leftovers are just a few of the ways you can reduce food waste. There are lots of useful tips on the [Suffolk Recycling](#) and [Love Food Hate Waste](#) websites. Also watch out for recipe ideas for leftover food.

Further information

How can I find out more information?

There is lots of information about the project on the websites listed below.

If you still can't find what you are looking for then you can email customer.services@westsuffolk.gov.uk or call 01284 763233

[West Suffolk website](#)



[Waste Less Save More Campaign](#)

[Waste Less Save More Pack](#)



[Fresh Pod website](#)



[Love Food Hate Waste](#)

