



Case Study

November 2008

Heinz donates surplus food to FareShare

Heinz formed its partnership with FareShare this year, after hearing a presentation about the food charity's goal to make one million meals a year from rescued food.

"Heinz contacted us to arrange a kitchen tour and learn more about our organisation," said FareShare CEO, Marcus Godinho.

"During the tour, Angela Whitehead, who works on Heinz's CSR program, identified a range of Heinz products that could be incorporated into FareShare's meals.

"Heinz offered surplus produce including sauces, condiments and dressings. The tomato sauces could be added to our pasta meals, and the chutneys would add flavouring to our stews and casseroles.

"Since then, the partnership has gone from strength to strength, with Heinz emailing once a month, on average, offering a range of products from tinned soups to tuna."

FareShare also delivers some of Heinz's products directly to more than 100 charities.

"Heinz recently donated tomato sauce, which meant we were able to provide sauce with 300 meat and vegetable pies to the Salvation Army in Doveton."

"Heinz also has also offered us a large supply of fruit juices for one to three year olds. Some of this product will be sent to support groups for single mothers and breakfast programs for disadvantaged children."

Heinz donated 2,666 cases of product from August to November this year. Using FareShare's new calculator, Mr Godinho estimates Heinz has saved:

- 16 million litres of water – the equivalent to six Olympic swimming pools.
- 650,000 kg of greenhouse gas emissions – the equivalent to taking 150 cars off the road or the annual average electricity consumption of 50 households.
- 200 tonnes of food from going to and breaking down in landfill and releasing potent greenhouse gases - the equivalent waste to that produced by 400 households per year.

"Heinz is taking its commitment to environmental responsibility very seriously. Not only is product and packaging being diverted from landfill, but Melbourne charities are saving some of their resources by being supplied with rescued products."

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