



Inspired by the growing attention being given to zero-waste cooking and sustainability, #feastfairly is a new initiative that aims to pair the passion for fighting food waste with the passion for fighting hunger. The campaign works with the technology company Foodchain to offer farmers a marketplace for their under-utilised fresh produce, to give chefs new inspirational ingredients and to generate funds to feed vulnerable people in London.

Feast Fairly is a campaign for people who can look creatively at ingredients that are under-utilised and undervalued and see a feast that is just and fair for everyone. Too often, the conversation about food waste looks only at consumers, when the UK's industrial agricultural system generates waste of over 2.5 million tonnes of perfectly edible produce each year* (figures from WRAP/ The Grocer 2017).

Launching in May, Foodchain is connecting restaurants who sign up to the initiative with access to agricultural surplus from over 20 farms (such as unsold fish, salmon skins, unused offal, egg-laying hens, broken asparagus stems and pullet eggs too small for market). £1 from each resulting restaurant dish will benefit Refettorio Felix, which currently provides a high quality 3-course lunch Monday-Friday to a community of around 80 homeless and socially-isolated people in London.

So far, 39 restaurants are already participating including Carousel, The Culpepper, Smoking Goat Shoreditch, The Good Egg, Great Northern Hotel, Roe Brixton, Hot Milk Café, The Begging Bowl, Pedler Peckham, Le Bab, Forza win, Native, Koya, Cub, Bermondsey Bar and Kitchen, and Electric Cinema Portobello Road. Please join us, so that everyone in the food system can feast more fairly.

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