

About Wiltshire Wildlife Trust

Wiltshire Wildlife Trust is one of the UK's leading environmental charities. It recognises that the conservation of wildlife and preservation of the planet are inextricably linked, and works to promote a sustainable future for wildlife and people.

This leaflet was put together with the financial support of Wiltshire County Council, the Recycle Now campaign and the Big Lottery Fund's Community Recycling and Economic Development (CRED) Programme. **For more information visit Wiltshire Wildlife Trust's website www.wiltshirewildlife.org.**

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References 1. Prudential. Britain's waste line expands to whopping £80.6 billion. Press release, May 2004. Available online via www.pru.co.uk; 2. WRAP. New WRAP research reveals extent of food waste in the UK. Press release, March 2007. Available online via www.wrap.org.uk; 3. Ward and Lewis, 2002. Plugging the Leaks. London: New Economics Foundation. Available to download from: www.neweconomics.org; 4. Hickman, 2005. A Good Life. London, Eden Project Books, Transworld **Photo credits** Photos of Salisbury Market, organic vegetable shop display at Britford Farm Shop, near Salisbury, and jute bag taken by Camilla Timms. Compost Ambassador Milly Carmichael taken by Melanie Vincent.

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Your guide to SMART shopping



What a waste!

Every year the average UK adult spends **£1,725** on wasted food and goods.¹

By SMART shopping we can avoid this – we can cut down on the amount of waste we produce and save money.

This leaflet offers some ideas that can help you make big changes.

By SMART shopping we can:

1. Reduce waste

Households in the UK throw away 6.7 million tonnes of food every year – that's about one-third of all the food we buy.²

2. Tackle climate change

20% of our climate change emissions are related to the production, processing, transportation and storage of food.³

Make a change

3. Help support local farmers and businesses

Buying from local producers generates more money for the local economy. £10 spent in a local business generates £25 for the local area, compared with only £14 for the same amount spent in a supermarket.³

4. Live more healthily

Eating food in season means eating food when it's at its best and most nutritious. It adds greater variety to our diets and encourages us to cook with fresh ingredients, which is healthier than eating processed foods.

5. Support ethical produce

Considering where products have come from, how they were produced, and what the working conditions were like for those producing them can help us make ethical choices. Fairtrade, organic or free-range are just some of the options available.