Oxford Pumpkin Festival!
What’s the problem?

- At Halloween, 2/3 of people throw away the flesh of their pumpkin instead of eating it #PumpkinRescue

42% of people buy pumpkins in the UK each year but they don't always end up in a happy home:

- 25% throw it in the bin as food waste
- 19% add it to the compost heap
- 20% put it in foodwaste collection
- 33% cook the edible pumpkin they carve out

A whopping 18,000 tonnes of pumpkin ends up in the bin each year

=1,000 tonnes, the same as 20 million portions of pumpkin pie!
Film of the first Pumpkin Festival 2014

Film link: https://www.youtube.com/watch?v=tdi2WuzYeo
Oxford Pumpkin Festival 2014...

- First Pumpkin Festival October 2014 to “squash food waste”!
- Collaboration with Hubbub
- 23 events, saving 1325 pumpkins, 3.3 tonnes of food rescued
...six years later, what are the ingredients for success?

- Local connections with food businesses and community groups
- Supportive media outlets, poster locations, social media
- Printing budget for posters and recipe cards, small social media budget, £400 for 8 x £50 mini grants, 4 days officer time
- One week either side of Halloween (26 Oct to 3 Nov)
- Plenty of social media, a bit of PR and some radio appearances
- Willingness to become the authority on pumpkins (“how many different varieties of pumpkin are there?!“ was a question we fielded on radio)
- Light touch M&E – events, attendees, meals, pumpkins
HOW TO EAT PUMPKIN

STALK
Don’t eat this bit - put it in your compost bin.

FLESH
Smaller pumpkins are delicious in pies and breads; larger pumpkins are delicious in soups and curries.

SKIN
Edible in small varieties, like gem squash.

GUTS
Makes a great base for broth and mulled wine.

SEEDS
Delicious when roasted.

FOR #PUMPKINRESCUE TIPS AND RECIPES, VISIT WWW.HUBBUB.ORG.UK
Why bother?

- Single issue, simple, compelling
- Great images
- Real problem – 2/3 of people waste their pumpkin
- Puns and fun – squash food waste, scary surplus, tragic end
- Farm links and wider issues – supermarket “carving pumpkin”
- Some years there is a genuine glut (some years not!)
- People get it and care about it – great profile raising
- CARE – we’re asking people to eat the flesh straight after they’ve carved it, not the shell after they’ve put a candle in it...
What next?

- Check out Hubbub resources: hubbub.org.uk
- Raise your £400
- Find your 4 days
- Go for it!

- Keep in touch
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