JOIN THE PUMPKIN RESCUE

14:00  Welcome, housekeeping and introduction to Sustainable Food Cities and Veg Cities – Sofia Parente, Campaigns Coordinator SFC
14:10  Pumpkin Rescue campaign – Tessa Tricks, Hubbub
14:25  Oxford Pumpkin Festival – Hannah Fenton, Good Food Oxford
14:40  Q&A
15:00  Ends
57 members
Sustainable Food Cities

6 Key Issues

• Promoting healthy and sustainable food to the public
• Tackling food poverty and increasing access to affordable healthy food
• Building community food knowledge, skills, resources and projects
• Promoting a vibrant & diverse food economy
• Transforming catering and food procurement
• Reducing waste & the ecological footprint of the food system.
PUMPKIN RESCUE
6 YEARS OF SQUASHING FOOD WASTE
Uses the **18,000 tonnes** of pumpkins that go waste each **Halloween** as a hook to talk about **food waste** year round.

2019 is Hubbub’s **sixth year** running the campaign.

This year we are offering a **free, open source** campaign pack- giving councils, community groups and individuals the resources to run their own campaigns.

This builds on the experience of **groups around the country** over the last 5 years.
2014
• Oxford Pumpkin Rescue
• How to Guide created – over 60 enquiries

2015
• 24 locations supported to take on a festival (incl. USA)
• Coverage in 31 media outlets

2016
• Over 40 community festivals across the UK supporting 126 events
• Coverage in 131 outlets, potential reached 77.3 million

2017
• 34 groups running online and physical campaigns, 46 events
• Social media reach 10 million, coverage in 15 media outlets

2018
• 40 groups running online and physical campaigns, 40 events
• Coverage in 41 media outlets potential reach of 120 million
So far, Pumpkin Rescue has delivered a total of 239 local events and workshops from over 50 groups around the UK, which have been attended by 13,763 people.

Events have included food stalls, cookery demos, musical gourds, theatre, gleans, mass pumpkin soups, children’s workshops, carving competitions, composting sessions...

This has led to 17,257 pumpkins bring diverted from landfill.

GET INVOLVED
SOMETHING FOR ALL

One simple message

Seasonal / ties in with activities public would be doing anyway – potential to add new meaning to Halloween

Make it your own

Celebration of seasonal food

Community led

Clear benefits - save money, meet people, skills

FIND YOUR #PUMPKINRESCUE EVENT

www.hubbub.org.uk
‘Overall a great success- it was brilliant to be a part of this, we hope to do another event next year and more other types of workshops in the meantime!’ Foodini Club, Brighton

‘We hit a variety of goals, including encouraging people to waste less, getting people together, skill-sharing, healthy eating, teaching children about food waste and cooking, promoting Doncaster’s great food offer and most importantly, spreading a bit of happiness’. Doncaster Metropolitan Borough Council

‘This was a great event and the feedback from parents was great, I look forward to doing it again next year’. South Derbyshire District Council

We ran out of recipe cards on Sunday afternoon. They were popular & also generated conversation about how to use the pumpkin flesh. We would certainly like some again next year.’ The Tacons Pumpkin Farm, Norfolk

‘The public response to the event was extremely positive. A great deal of people said they would use their pumpkin flesh when carving their own pumpkin three days later. And everyone loved the food! Perth and Kinross Council
RESOURCES AVAILABLE

IF YOU NEED HELP, WE ARE HERE

How to guide, with advice on activities, project management, comms (event plans, risk assessments etc available upon request)

Fact sheets

Imagery, event posters and flyer templates

Recipe cards and templates

Kid’s resources

Comms pack with digital assets, template posts and media releases

Monitoring framework…
Only 1 in 3 people eat their carved pumpkin.

EAT YOUR PUMPKIN, IT TASTES GOURD-EOUS!
• Co-ordinated social media campaign, with template posts, social media cards, gifs etc…

• Get sharing your communities’ favourite pumpkin recipes. #CompetitionTime

• Website signposting all events

• Local media release

• Potential national media release

• Sharing impact
TIMINGS

NOW Register interest now campaigns@hubbub.org.uk

AUG Resource pack finalised first week Aug
Support from Hubbub as needed

SEPT Plan, plan, plan

OCT Share event details for the national webpage by 4th Oct
Final comms pack shared
Event promo and social media ongoing
Media releases out

NOV Share your impact, prize draw survey (thankks)
#TravellersCheck sets out to tackle the £½ billion worth of food binned each year as people head off on holiday.

Timely, fun, targeted content to catch holiday-makers before they depart, helping them to save food and money through the freezing and sharing of food.

Campaign launch: 15 July. Communications throughout August.

Get your pack here.
QUESTIONS

AT THE END OF THE WEBINAR

OR EMAIL

TESSA@HUBBUB.ORG.UK

ANYTIME...

HUBBUB
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 food waste 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
H OW T O E AT P U MP K I N

S T AL K
Don’t eat this bit - put it in your compost bin.

F L E S H
Smaller pumpkins are delicious in pies and breads; larger pumpkins are delicious in soups and curries.

S K I N
Edible in small varieties, like gem squash.

G U T S
Makes a great base for broth and mulled wine.

S E E D S
Delicious when roasted.

F OR # P U MP K I N R ESCUE T I P S A N D R E C I P E S, V IS I T WWW. H U BB U B. O R G. U K
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
  hannah.fenton@goodfoodoxford.org
14:00  Welcome, housekeeping and introduction to Sustainable Food Cities and Veg Cities – Sofia Parente, Campaigns Coordinator SFC
14:10  Pumpkin Rescue campaign – Tessa Tricks, Hubbub
14:25  Oxford Pumpkin Festival – Hannah Fenton, Good Food Oxford
14:40  Q&A
15:00  Ends