



PRESS RELEASE

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Help Feed People In Need appeal comes to Tesco this Christmas

Over one in ten people in the West Midlands have skipped meals, gone without food to feed their family or relied on family or friends for food in the last year according to new research published this week.

The research comes as Tesco prepares to launch the biggest ever food collection appeal in the UK, with the help of food charity FareShare and Foodbanks charity the Trussell Trust.

Help Feed People In Need will take place at Tesco stores across the West Midlands and Staffordshire on December 1st and 2nd and will help provide much needed food for thousands of local people this Christmas.

The research found that in total, around 10 per cent of people in have suffered from some form of food poverty in the last 12 months, with 9 per cent of people skipping meals and 8 per cent relying on friends or family to provide food.

Significant numbers of parents had also gone without food to feed their children.

The research also found that in the last year, 29 per cent of people in the region had changed their eating habits, buying less expensive food or reducing the amount they eat.

Philip Clarke, Chief Executive of Tesco said: "Tesco feeds more families in the UK than any other supermarket, and we work hard to make sure people can eat well even if they don't have a lot of money. This Christmas, we want to use our scale and our links with communities across the country to help tackle this growing problem.

"We recently held some local food collections and were overwhelmed by the support from our customers, who have shown incredible generosity. I hope they'll support the biggest ever food collection in the UK and help us to feed hundreds of thousands of people in need."

Sue Simcoe, Project Manager of Stoke-on-Trent foodbank says:

Since the Stoke-on-Trent foodbank launch in May 2012 we have provided food for 789 children and 1582 adults, a massive total of 2371 local people.

220 of these people are living in the Newcastle-under-Lyme area, and in response to this need the 'Newcastle Staffs foodbank' has been launched and will be opening in early December.

As the current economic climate continues to bite we're already meeting families who are panicking about how to put food on the table this Christmas, and both



Stoke-on-Trent foodbank and Newcastle Staffs foodbank need more food to make sure that we can meet the growing demand. Tesco's 'Help Feed People in Need' appeal is a great idea and we hope that many local people will donate at a Tesco store to help stop people going hungry in Stoke-on-Trent and Newcastle-under-Lyme this Christmas.'

Chris Mould, Executive Chairman of Trussell Trust said: "Across the UK Trussell Trust foodbanks are seeing thousands more people in crisis turn to us for help. Every day we meet parents who are skipping meals to feed their children, or people who are forced to choose between eating and heating. This winter is looking particularly bleak as food and energy prices rise whilst incomes remain static. We are delighted that Tesco is working with The Trussell Trust's network of over 280 UK foodbanks and FareShare to help stop people going hungry this Christmas. We'd like to encourage everyone to give a can or two to help make this Christmas a happier one for people in crisis. Thank you."

Lindsay Boswell, CEO of FareShare said: "We are so pleased to be working with Tesco and the Trussell Trust on this campaign. Year-round, FareShare redistributes food to over 700 local grassroots projects in the UK who work tirelessly to provide food and other support to some of the poorest people in our society. In the past year, we provided food for 8.6 million meals and helped feed 36,500 people a day. With the help of Tesco customers, we can provide even more food to people who need it, at a time of real, increasing need. Thank you!"

Details about the collection

Thousands of Tesco staff members, together with FareShare and Trussell Trust volunteers and Tesco Retired Staff Association members will be on hand to help customers who will be given special shopping lists to encourage them to buy everyday food items like cereals, rice, instant coffee, tinned food and sauces. Collections will take place between 9am – 6pm in Tesco stores

Tesco will be topping up total donations by 30 per cent and will also be providing funding to both organisations to help them build on the vital work they do helping people in communities across the country.

As part of Tesco's commitment to helping families and individuals in need, the retailer plans to run further food collections in partnership with FareShare and Trussell Trust in the coming months to help provide people with food.

ENDS



For media enquiries on Stoke-on-Trent foodbank please contact Project Manager Sue Simcoe on 01782 281818 or via email: sue@stokeontrent.foodbank.org.uk

For media enquiries on Newcastle Staffs foodbank contact Project Manager Bryan Rulton on 07503 066705 or via email: bryan.rulton@methodist-church.org.uk

For media enquiries on the Help Feed People in Need Appeal please contact Matt Francis in the Tesco press office on 01992 644 645 or via email: Matt.p.francis@uk.tesco.com

For media enquiries on the Trussell Trust and information on case studies, please contact Molly Hodson in the Trussell Trust press office on 01722 580 182 or via email: Molly.Hodson@trusselltrust.org

For media enquiries on FareShare and information on case studies, please contact Shakira Silvestri in the FareShare press office on 0207 394 2460 or via email: shakira.silvestri@fareshare.org.uk

Join the Help Feed People in Need appeal on Twitter: #everycanhelps and Facebook: <http://en-gb.facebook.com/tesco>

Notes to editors

- Research was carried out by Marketing Sciences using a sample of 2,000 adults across the UK.
- Stoke-on-Trent foodbank is based at Wesley Hall Methodist Church, Sneyd Green with 8 Distribution Centres, situated in Church buildings in local communities all around Stoke-on-Trent, and provides three days emergency food to people in crisis. The Stoke-on-Trent foodbank has fed 2371 people (789 children and 1582 adults) since we launched in May 2012.
- Newcastle Staffs foodbank is due to open in December 2012 and will provide three days emergency food to people in crisis in Newcastle-under-Lyme from Distribution Centres in Silverdale and Clayton. Further Distribution Centres are planned for 2013 and will extend this service throughout the Borough.
- Collections at the large Tesco stores at Hanley & Longton will go to Stoke-on-Trent foodbank; the collections from the large Tesco stores at Trent Vale and Kidsgrove will go to Newcastle Staffs foodbank and the collections from the large Meir store will be shared between both foodbanks. The food collected will be used to help feed local people in crisis this Christmas and beyond.





About FareShare:

- FareShare is an award-winning charity fighting hunger and food waste in the UK. It does this by rescuing good quality surplus food that would otherwise go to waste and sending it to over 700 charities and community projects across the country including hostels, day centres, women's refuge centres and children's breakfast clubs.
- Last year, through its 17 depots, FareShare contributed food towards 8.6 million meals, feeding 36,500 people a day.
- The food FareShare provides saves charities and community projects almost £8 million a year, with 81.5% redirecting that money into other support services.
- For more information on the work FareShare carries out, visit: www.fareshare.org.uk

About the Trussell Trust:

- The Trussell Trust's award-winning UK foodbank network partners with churches and communities to provide three days nutritionally-balanced emergency food to people in crisis.
- Over 90% food given out by foodbanks is donated by the public. Every foodbank recipient is referred by a frontline care professional such as a doctor, social worker or schools liaison officer.
- Three new Trussell Trust foodbanks are launching every week. There are almost 300 Trussell Trust foodbanks launched nationwide.
- Almost 110,000 people received emergency food from a Trussell Trust foodbank between April – September 2012, compared to 128,697 **in total** during 2011-12 financial year. Since the recession began numbers fed by foodbanks have risen dramatically.
- Less than 5% of foodbank clients are homeless, many are working families struggling to make ends meet.
- The Trussell Trust's vision is that every town should have a foodbank, creating a nation where no-one needs to go hungry.
- For more information on the work carried out by the Trussell Trust visit: www.trusselltrust.org/foodbank-projects