



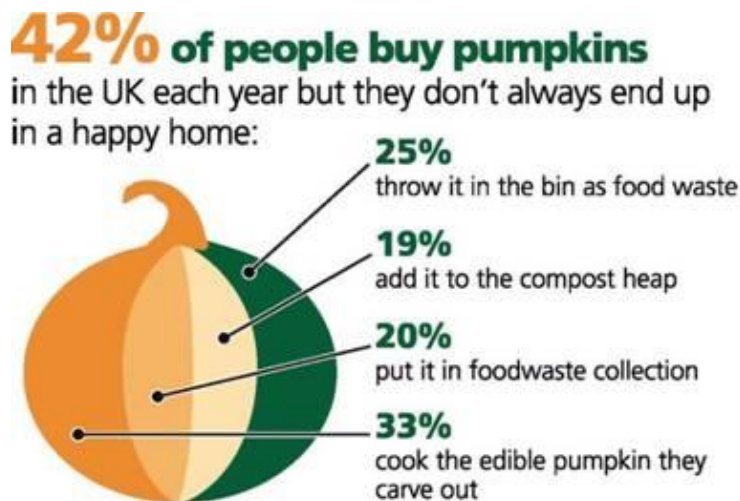
18,000 tonnes
of pumpkin
binned each
Halloween?
- No thanks!
Let's make
ours!



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



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=todi2WuzYeo>

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



Mail Online **pumpkin waste**



THE INDEPENDENT



The Oxford Times
Oxford Mail

THE HUFFINGTON POST
UNITED KINGDOM



...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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