



MEDIA RELEASE

Strict Embargo – 1am Monday 24 August 2009

Australian-first fast food composting initiative launches in Adelaide today as Keep Australia Beautiful Week begins

Adelaide is host to an Australian-first fast food composting and recycling trial that begins today as Keep Australia Beautiful (KAB) Week kicks off nationally with the theme *Waste Lives On*.

Hungry Jack's, a long term supporter of Keep Australia Beautiful has taken the bold move of introducing dining room composting and co-mingled recycling trials in its Fulham metropolitan restaurant from today to run throughout KAB Week, which ends on Sunday 30 August.

Engaging the support of customers will be vital to the success of the trial, which will provide a benchmark study for the Australian fast food industry on ways to divert organic food and other compostable waste from landfill. It will also demonstrate the level of consumer awareness about co-mingled recycling, in terms of avoiding contamination, which could also provide further insight into current kerbside recycling practices and knowledge.

According to Keep Australia Beautiful Week Campaign Director, Lara Shannon, "Nationally over a third of the waste households throw away is organic food and green waste, which could have instead been avoided or composted, rather than sent to landfill where it produces greenhouse gases.

"Food waste also represents over 25%*** of the total commercial/industrial waste stream, making it the highest contributor to landfill for this sector, so this Australian-first initiative may provide us with some insights on how to tackle this issue at a wider level.

"It also enables people to dispose of waste responsibly outside the home and in an environment where it has not been possible before.

"It is commendable whenever a commercial business takes on the big challenge of changing their infrastructure and practices in the interest of the environment. It involves the buy-in of many people - from management, staff and suppliers right through to the customers who ultimately will be making the choice of how they dispose of their waste", Shannon added.

Hungry Jack's National Marketing Director, Jim Wilson, added: "As part of our commitment to Keep Australia Beautiful, Hungry Jack's has progressively been working to introduce environmental measures to reduce waste and litter across our stores.

"Nationally we have introduced a 'Bag it & Bin it' message on our packaging to help reduce take away food litter. And since June this year, we have also been running kitchen food waste composting trials at our Darlington and Fulham stores in SA.

"With the support of KAB and Adelaide based company, Food Waste Recyclers, we decided to take it a step further to better understand the feasibility and logistics required to divert dining room waste from landfill. There are still plenty of unknowns and challenges ahead, and it will require the support of everyone involved, but we have to start somewhere", Wilson added.

Nationally, Keep Australia Beautiful is urging all Australians to get involved in their own waste reduction during KAB Week. By removing organic material from the waste stream, a 2.6% reduction of Australia's greenhouse gas emissions could be achieved.*

Tips to reduce waste at home, work and school, can be downloaded at www.kab.org.au, whilst schools and junior sports clubs can participate in the waste reduction challenge online to win a range of prizes.

By recycling old or broken mobile phones with MobileMuster at your local Cartridge World store during KAB Week, you will receive a 10% discount voucher on printer cartridge refills. By refilling and then recycling printer cartridges, you can further reduce your impact on the environment and save money.

“It is up to every Australian to play their part in helping to protect and preserve our environment for future generations. Let’s not leave them a legacy of waste. By participating in a waste reduction challenge, together we can make a difference”, said Lara Shannon.

To find out how you can get involved at home, work or at school visit www.kab.org.au

Media Contacts:

- **KAB** - Lara Shannon, KAB Week Campaign Director on 0415 076 015 or laras@kab.org.au
- **KAB** - Scott Lyall, National Executive on 0419 016 401 or 02 9698 8773
- **Hungry Jack’s** – Mick Pember, National Manager Local Store Marketing on 08 9242 9474
- **Hungry Jack’s** – Jim Wilson, National Marketing Manager on 03 9831 7100

Editor’s Notes:

** Department of the Environment, Water, Heritage and the Arts National Waste Policy Consultation Paper 2009*

*** Hyder Consulting Waste Recycling in Australia 2008*

How much food is wasted in South Australia?

South Australian households waste an average \$497 per year on food (Australia Institute 2005).

Food waste occupies approximately 3.3 kilograms of a typical waste bin presented for weekly pickup in metropolitan Adelaide kerbside collection.

How much food is wasted in restaurants and cafes?

The October/November 2007 disposal based landfill audit found that food waste represented 26.13% of the total commercial / Industrial waste stream received at all sites making it the highest contributor to landfill.

****Source: Zero Waste SA*

For further information or statistics about KAB Week or national litter and waste, please visit the KAB Week campaign pages at www.kab.org.au