



MEDIA RELEASE

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Australian-first 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 Week kicks off nationally with the theme *Waste Lives On*.

Hungry Jack's, a long term supporter of Keep Australia Beautiful (KESAB in SA) has taken the bold move of introducing dining room composting and co-mingled recycling trials in its Fulham restaurant from today until the end of KAB Week.

However, engaging the support of its Adelaide customers will be vital to the success of the trial, which will provide a benchmark study for the fast food industry on ways to divert food and other compostable waste from landfill.

According to KESAB CEO, John Phillips, "Nationally over a third of the waste households throw away is organic food and green waste. South Australia has been a leader on the issue of diverting organic food waste from landfill, yet we still need to do more.

"Food waste also represents over 25%*** of the total commercial/industrial waste stream, making it the highest contributor to landfill. This Australian-first initiative may provide us with some insights on how to tackle this issue. It also enables people to dispose of waste responsibly outside the home and in an environment where it has not been possible before."

West Torrens Mayor, John Trainer, said, "It is commendable whenever a commercial business takes on the big challenge of changing their infrastructure and practices in the interest of the environment. Hungry Jack's food-waste initiative involves a lot of people - from management, staff and suppliers right through to the customer - making better choices when disposing of their waste.

"Their actually making those choices in practice - particularly the customers - is what will determine the success of this trial, so I urge the public to get behind Hungry Jack's with this"

Hungry Jack's SA State Operations Manager, Greg Sleep, 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.

"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", he added.

National figures show that by removing the organics from the waste stream, a 2.6% reduction of Australia's greenhouse gas emissions could be achieved.*

And, whilst South Australians are amongst the top recyclers in the country, they are also one of the top producers of waste overall in the country per capita.* As such, all South Australians are being urged to begin their own waste reduction challenge during Keep Australia Beautiful Week.**

There are many ways to get involved. 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 prizes to help keep their grounds waste and litter free.

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. By participating in a waste reduction challenge, and supporting Hungry Jack’s Fulham with their trial, together we can make a difference”, said John Phillips.

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

Media Contacts:

- **John Phillips, KESAB CEO, on 0413 877 875 or 08 8234 7255**
- **Lara Shannon, KAB Week Campaign Director on 0415 076 015 or laras@kab.org.au**
- **Greg Sleep, SA State Operations Manager, Hungry Jack’s on 0424 158 182.**

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