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A small dent has been made in the vast pile of food thrown away. The annual amount disposed of, typically 6.7 million tonnes, is estimated to have been reduced by 137,000 tonnes after the launch of a national campaign.

More than 1.8 million households, out of a total of 24.5 million, are thought to be making significant efforts to cut the amount they throw away, said the government-backed Waste Resources Action Programme (Wrap).

While the overall reduction is small, the campaigners are delighted because it represents the first steps towards a change in the nation's behaviour.

The 137,000 tonnes saved from the rubbish heap is calculated to be worth £300 million and to have prevented 600,000 tonnes of greenhouse gases being emitted, the equivalent of 100,000 return flights to Australia.

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Campaign in India

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Campaign against food waste

Written by W.J.Pais

In a country ranked 67 out of 84 on the global hunger index, there are thousands of pounds of food wasted every year at lavish parties and extravagant wedding feasts. The Indian government is launching a campaign against this habitual waste.