

Dealing with food waste.
There is a greener way.



The ecological threat to the planet . . .

The facts are stark. 6.7 million tonnes of food is thrown away by UK households each year. Eighty per cent of household waste could be reused or recycled . . . but instead the vast majority ends up in wheelie bins on the way to landfill sites.

Food waste in landfill produces methane, the powerful greenhouse gas that is 21 times more damaging to the environment than carbon dioxide and a major contributor to climate change.

Not surprisingly, the nation is under pressure to clean up its act. Under EU legislation, the UK is committed to reducing the amount of biodegradable waste in landfill sites. By 2020, we must cut it to 35% of 1995 levels. That's quite a tough target - but help is at hand.



“We all need to start understanding the benefits of installing food waste disposers. They can work in harmony with other recycling methods to play a big part in helping the environment.”

Jeremy Howell Thomas, Waste Management Officer, Worcestershire Council.



The benefits of food waste disposers

Food waste disposers offer a simple and cost-effective method of reducing the amount of household waste going into landfill, while at the same time increasing the general rate of recycling and lowering your carbon footprint.

Indeed, as the world's and the UK's leading food waste disposer, InSinkErator® has already established a proven record of working with local authorities to reduce household waste.

Many local authorities are alive to the issue. Herefordshire and Worcestershire councils, for example, initiated a joint study which revealed that food waste disposers could reduce household waste by around 20%. They promptly decided to encourage use of the food waste disposer by offering residents a cash subsidy of up to £80 for every disposer installed.

Although food waste disposers are still relatively novel for the UK market, their benefits are quickly being realised. Housebuilders and kitchen retailers are now keen to pass on average household waste reductions of approximately 20 per cent to their clients - especially in apartments where space for waste disposal methods is at a premium.

What's more, the British Standards Institution has included the use of food waste disposers in its code of practice for new construction projects. In the planning domain, applications which incorporate food waste disposers are in some cases being viewed more favourably, especially in high-density areas.

- Taylor Woodrow is installing InSinkErator food waste disposers in selected properties and as standard in its luxury Landmark and Metro apartment styles
- Hillreed Homes, Redrow, Barratt and George Wimpey have recognised the benefits to their customers and the environment and incorporated InSinkErator disposers into selected homes
- In just two and a half years, Terry Dicken Kitchens - a leading retailer in the North of England - has gone from selling no food waste disposers to selling one with almost every kitchen

The trend is established, but the potential for extensive growth for food waste disposers remains.



The easy, greener alternative

Easy to connect to standard plumbing, food waste disposers fit neatly beneath the sink. In the sink, food waste is fed into the disposer, mixed with cold tap water and ground into particles by an abrasive ring. (There are no blades.) The particles are flushed away to cleanly and efficiently join the local waste water collection and treatment systems. Ground food waste does not block drains and sewers; cooking oil, fats and greases should never be poured down the sink for they do block drains and sewers. They should be disposed of separately. The disposer will cope with just about every type of food waste, from meat, fish and peelings to eggshells, nuts and small bones.

Food waste disposers represent a relatively low-cost investment, but they help make a home more desirable. They're clean and hygienic, they eliminate smells, they're easy to use, and yet they save plenty of time, labour and bother. No wonder more and more consumers are demanding them for their kitchens!



FAST FACTS 1: FOOD WASTE DISPOSERS VERSUS BINS

- Households storing food waste face health risks posed by pathogens, aerosols, insects, rodents and diseases. Studies reveal that toxins released from material kept in bins can attach to soft surfaces and cause respiratory diseases such as asthma
- Rubbish thrown away in bins, including food waste, needs to be collected and transported - at a cost to tax payers of £1.6 billion a year (source LGA 2006)
- With a food waste disposer in the kitchen, less rubbish has to be collected and transported. This means less fuel-use, less pollution, fewer trucks and fewer emissions from landfill sites. Food waste disposers complement other activities such as the composting of garden waste



“Food waste disposers are now just as important to our home owners as all other kitchen appliances. They instantly lift the specification of our kitchens.”

Trisha Lightfoot,
Bryant Design Director,
Taylor Woodrow.

FAST FACTS 2: FOOD WASTE DISPOSERS AND THE ENVIRONMENT

- Food waste disposers increase recycling rates and reduce the amount of waste going to landfill
- Food waste from the disposers flows into treatment plants. There it is recycled into soil conditioner and the resulting bio gas can then be used to generate non-fossil electricity
- The cost of electricity to run a food waste disposer at 2006 prices was typically less than 0.2p per person per day. The extra water it uses per day is about the same as one flush of the toilet in an average home. You won't even use that much if you use Grey Water (recycled from rainwater, sinks and baths etc). Your local water company will advise on how to adapt your home to save water and reduce your bills.

in **sink**erator™

Talk to InSinkErator
about food waste disposers

The argument in favour of food waste disposers is compelling. For housebuilders, for kitchen retailers, for consumers, for local authorities and for all of us concerned about our ecological future, they make absolute sense.

Talk to InSinkErator today on **01923 297880**
or visit www.insinkerator.co.uk for more information

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