



Felix | THE
FELIX
PROJECT
GOOD FOOD FOR GOOD CAUSES

An introduction

THE FOOD INSECURITY PROBLEM



56% of working families in London said they had to **turn to a food support service** in the last year because of the rising cost of living.

In the midst of **food prices rising 30%** in the last 3 years, **14%** of working families in London have **just £20 a week** to spend on food after paying the bills - this figure has risen from 11% in 2023.

THE FOOD WASTE PROBLEM

In the UK, around **6.4 million tonnes of edible food is wasted each year** - this is enough to feed the entire UK population 3 meals a day for 11 weeks!

Also, **around 8-10% of greenhouse gases globally come from the disposal of food** - a significant contribution to the climate crisis.

SURPLUS FOOD IN THE UK

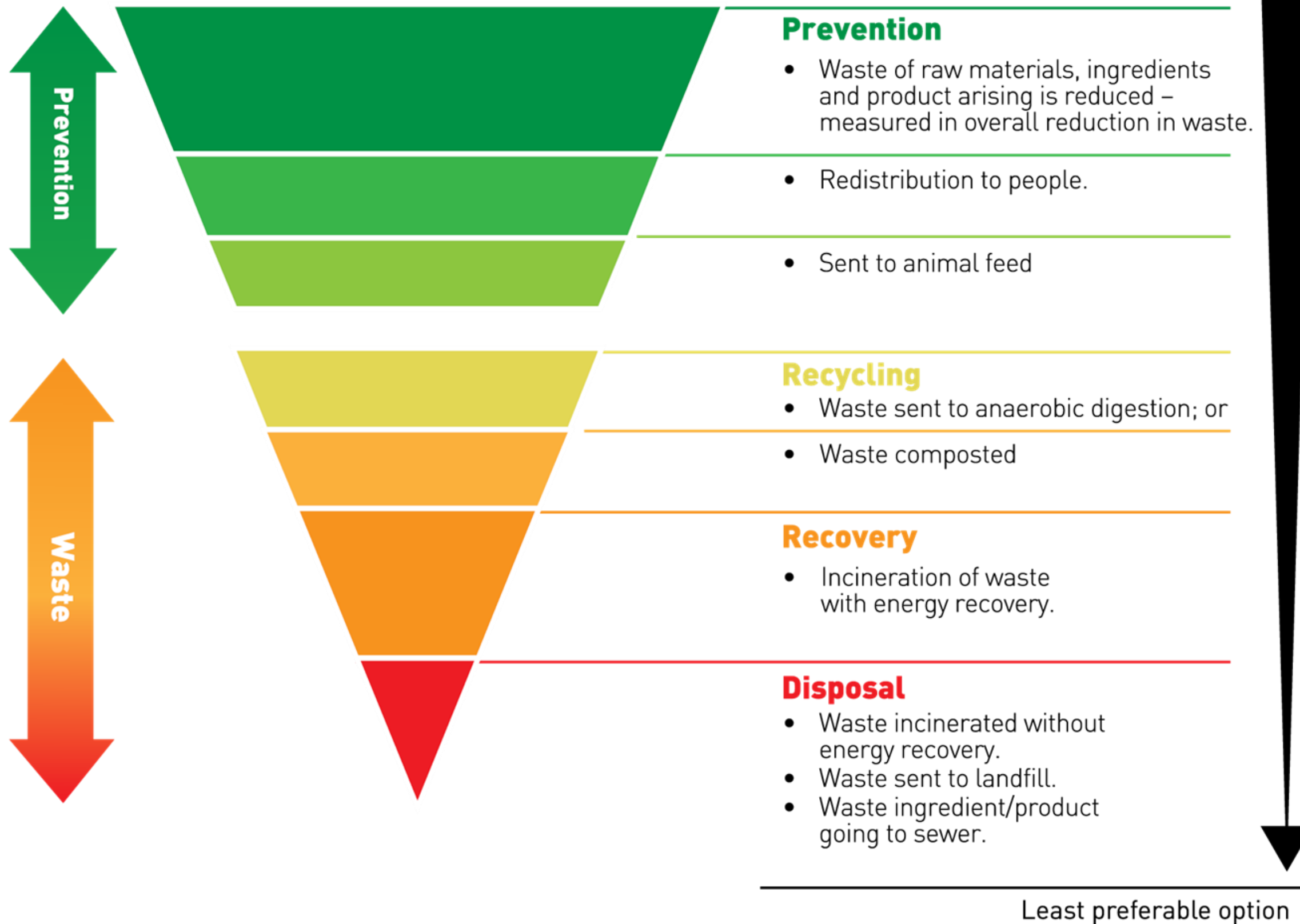
51%
Wasted food
that could be
rescued

1% Only 1% of this is
currently rescued by food
redistribution charities

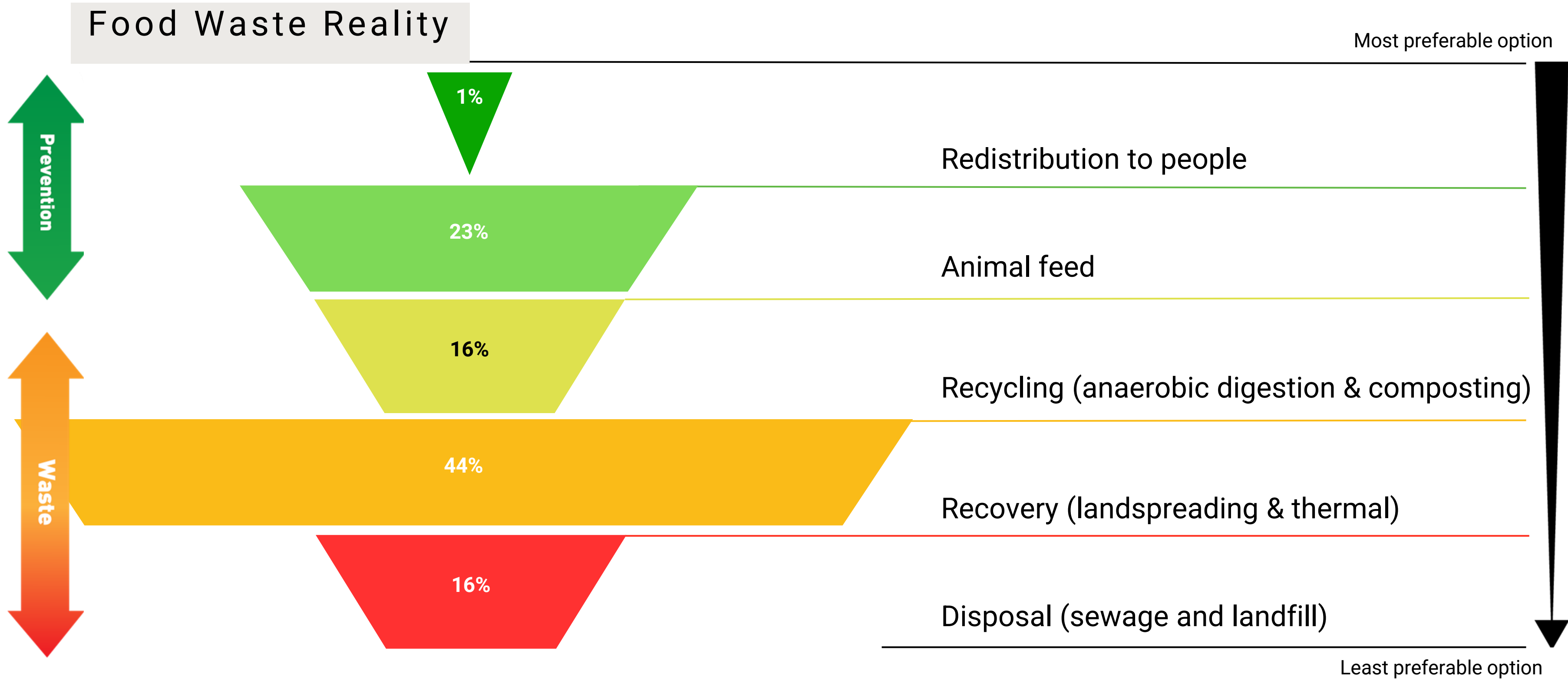


THE FOOD WASTE PROBLEM

Food and drink material hierarchy



THE FOOD WASTE PROBLEM



Source: WRAP (2023) *UK Food Waste & Food Surplus - Key Facts*
Data from Table 2 (Excluding household waste)

THE FOOD WASTE PROBLEM

Why does so much edible food go to waste?



OVERPRODUCTION

Producing more food than is needed, or overestimating demand.



RETAIL PRACTICES

Promotions encouraging us to buy more than we need.



SUPPLY CHAIN ISSUES

Food being spoiled if it isn't stored properly or moved quickly.



FOOD STANDARDS

Retailers and consumers have expectations about the appearance of their food.



DATE LABEL CONFUSION

Food past 'best before' or 'use by' dates discarded as a precaution.



CONSUMER BEHAVIOUR

Household food waste, e.g. through lack of meal planning or impulse buying



WHO ARE THE FELIX PROJECT?

ABOUT US

Felix | THE
FELIX
PROJECT

- London's largest food redistribution charity
- Rescues high-quality surplus food that would otherwise go to waste
- Distributes to over 1,200 community organisations and schools across London



Our Vision

A London where good food is never wasted, and no one goes hungry.

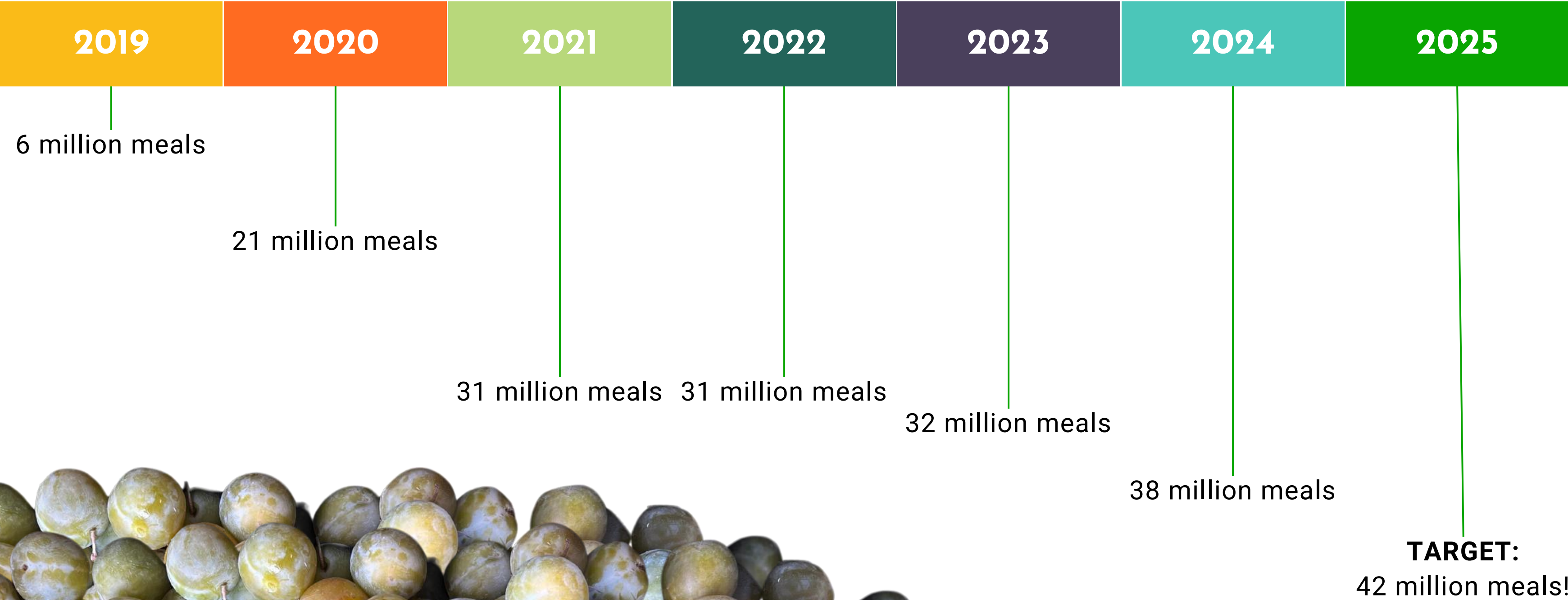


Our Mission

To rescue good food from becoming waste and divert it to people most in need.



HOW WE'VE GROWN



2024 IN NUMBERS



almost
16,000

tonnes of food
redistributed
from over

300
suppliers



£63 million
in value



nearly
18,000

tonnes of embedded
CO₂e in food rescued

38 million

meals for over
1,200
community
organisations



WE ARE LONDON'S LARGEST FOOD REDISTRIBUTION CHARITY

Felix | THE
FELIX
PROJECT

WHO WE SUPPORT

Each week, we deliver **to over 1,200 community partners** and support an estimated 500,000 individuals in some of the most deprived parts of London.

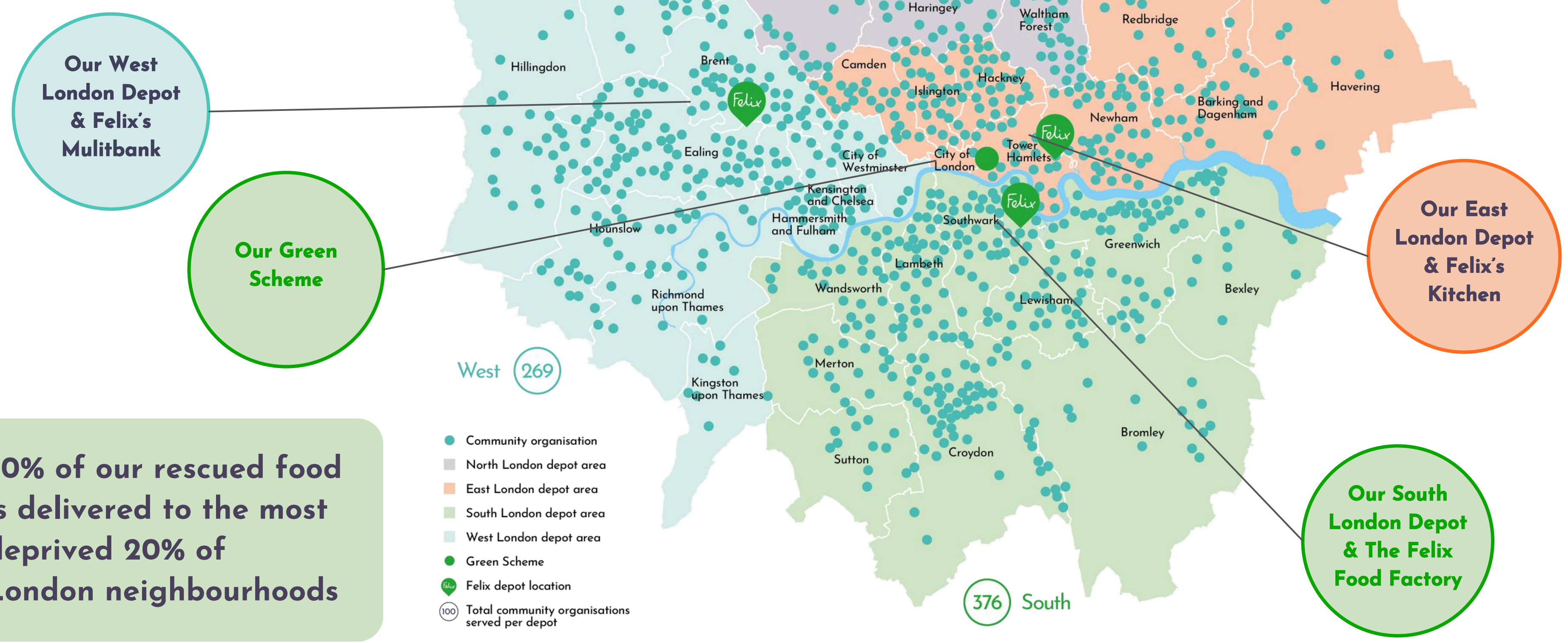
The types of organisations we reach includes **foodbanks, schools, soup kitchens, refuges and local community projects.**

Whenever possible, The Felix Project aims to support organisations that go beyond offering food alone.

**We now have over
700 organisations
on our wait list**

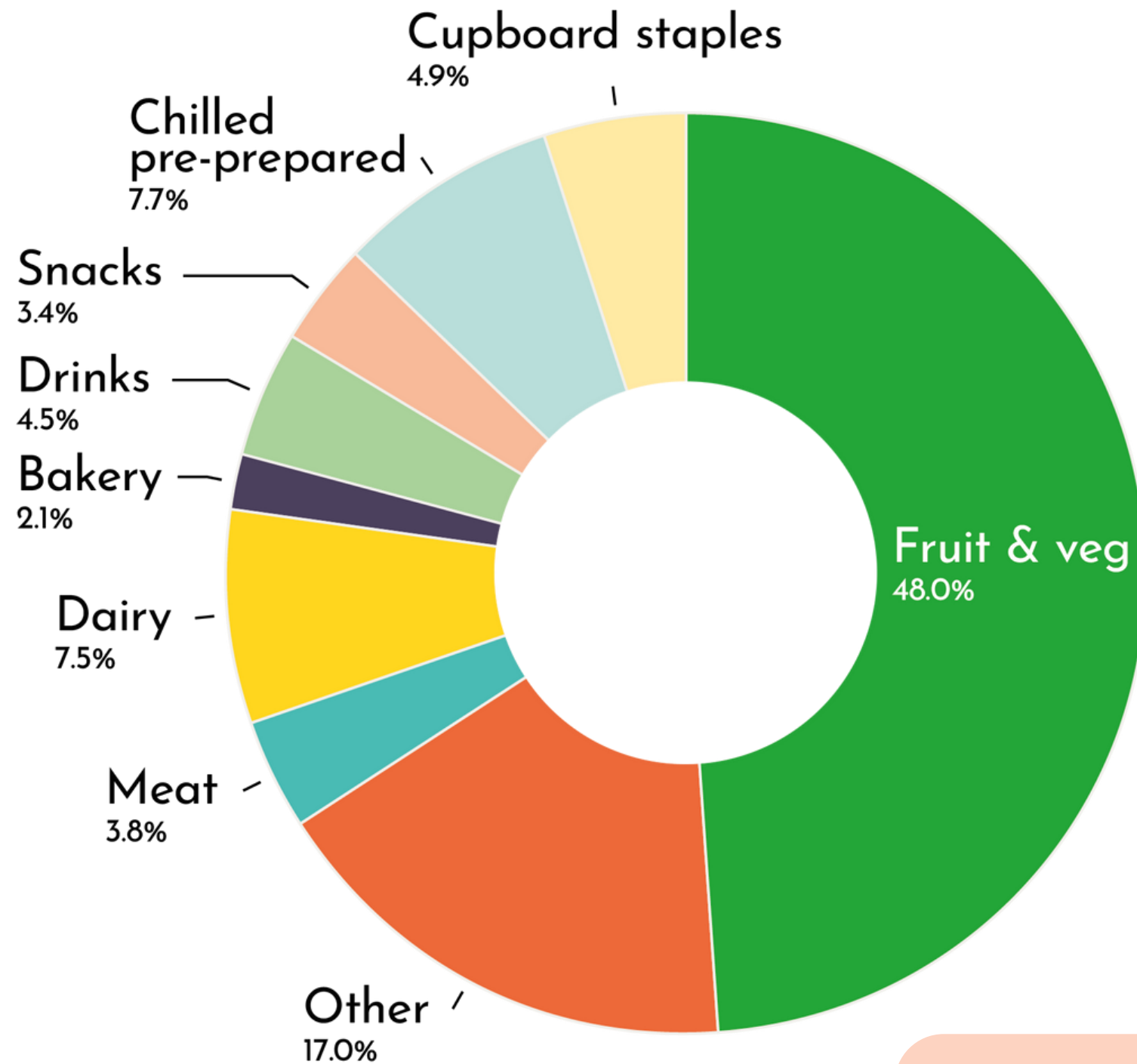


OUR SUPPORT ACROSS LONDON



50% of our rescued food is delivered to the most deprived 20% of London neighbourhoods

WHAT WE CAN SAVE



Fruit and vegetables made up nearly half of the food we distributed



**Food beyond
it's BBE**



**Damaged,
misprinted, or foreign
packaging**



**Excess, discontinued,
& seasonal stock**



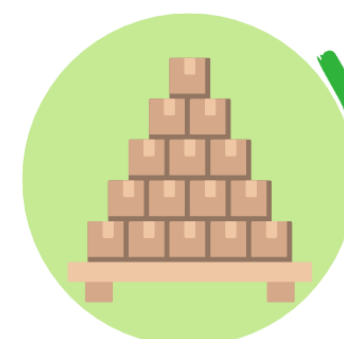
**Order cancellations
or quality rejects**



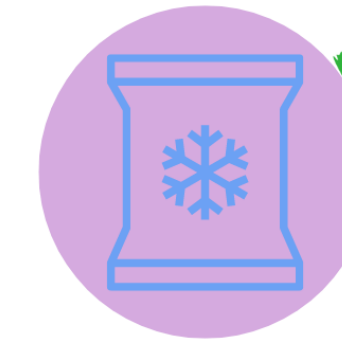
**Product testing &
trials**



Unfinished products



**Bulk ingredients for
manufacturing**



**Products for 'chill to
freeze'**



**Something else? If
unsure, just ask!**

WAYS WE COLLECT



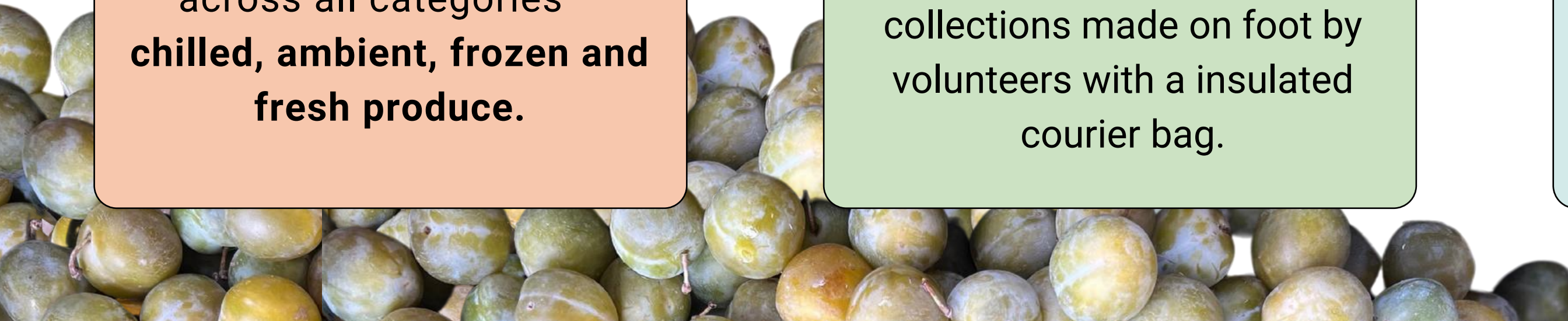
We have **4 depots** across London, and we can accept food in large quantities across all categories – **chilled, ambient, frozen and fresh produce.**



We operate our **Green Scheme** in central London and Canary Wharf. This is point to point collections made on foot by volunteers with a insulated courier bag.



We also have our online **Felix Connect** platform. This is for ad-hoc collections where details of food are posted, and then one of the frontline charities can collect directly.



FELIX'S GREEN SCHEME



- Felix's Green Scheme is a food collection and delivery service
- Volunteers collect surplus food and deliver it directly to local community organisations
- There are multiple routes across Central London, via food, bicycle or using one of Felix's electric vans.

Felix Connect links those with food, such as caterers, event companies, retailers and suppliers directly to local community organisations.

Since launch, it has rescued over 2.6 tonnes of food.

Give it a go and submit your food offer [here](#).

Who is Felix Connect suitable for?

- One off surplus food offers
- Total weight is less than 500kg
- Food is ambient or chilled

We can't take:

- Food outside of a London postcode
- Loose items not packaged or labelled such as bakery or deli counter items
- Unlabelled prepacked for direct sale (PPDS) items
- Food that has been warmed or prepared, such as buffet or event food
- Food that has exceeded it's use-by or best before date
- Alcohol or products which contain alcohol.

We look after your food

We operate to exactly the same standards as the wider food and drink industry, and are regularly audited by the FSA.

Our food management systems ensure full compliance and traceability so you can donate with confidence - and minimal effort!

We work with external auditors, Shield Safety across our depots and kitchen, as well as Food Alert in Felix's Kitchen.



Food
Standards
Agency

Brand and Retail Authorisations

We take your brand integrity as seriously as you do, The brands listed below, plus many more all authorise their own-label products to be re-distributed by The Felix Project.



ocado

M&S

EST. 1884



Sainsbury's

FELIX'S MULTIBANK

Felix | THE
FELIX
PROJECT



Felix's Multibank stocks surplus, unwanted and donated essential household goods such as **toiletries and hygiene items, bedding and clothes, baby goods, cleaning materials and furniture.**

As with our food operations, products are sorted, quality checked and picked on site ready for distribution and supports the charity's overall objectives to support vulnerable groups experiencing poverty and make a positive environmental impact by reducing waste.

If your business is able to support Felix's Multibank, or any of the other multibank operations across the UK, please reach out to the multibank team on multibank@thefelixproject.org.

OUR ENVIRONMENTAL IMPACT

Every day, The Felix Project is working hard to reduce the negative impact that food waste has on the environment.

We do this in three ways:

- Reducing our own carbon footprint - the amount of emissions we create through our operations.
- Ensuring the green house gases that are produced from growing, transporting and packaging food are not needlessly created - which would happen if the food was not eaten.
- Avoiding the additional harmful greenhouse gases that would have come about if the food rescued had been destroyed.





2024 saw the launch of Felix's Policy Unit, our current focus is on

1. Introduce **Mandatory Food Waste Reporting** alongside **Tax Incentives** for surplus food donation.
2. Clarify **Legal Protection for Food Donors** to reassure businesses on their liability for food donated
3. Expand **Sustainable Farming Incentives** to include support for redistribution

OUR IMPACT REPORT 2024



Beverley de Valmency with actor, David Morrissey unpacking a Felix food delivery Christmas Eve 2024

Beverley de Valmency, Health & Wellbeing Lead at The Black Prince Trust in Lambeth which receives 850kg of food from The Felix Project each week expresses the growing need in the capital.

“

It's been a very, very emotional time, with very little funding for sport and food in school holidays. But as usual, here at Black Prince Trust we say 'we can do better than that' -we made spaghetti bolognese, lots of Felix veg hidden in it.

Honestly, we thought we'd made loads, every single morsel was eaten, most came back for seconds. I was so happy to see the whole conference room with kids sitting round the table eating, it was so quiet! But at the same time, **my heart breaks, because they were so hungry - like, starving hungry.**

It's heart-breaking where London finds itself, with scurvy and rickets on the health conditions list - how did we get here? I can't thank Felix enough, we feed them, we teach them about not wasting food - we couldn't do it without Felix. But at the same time, I fight back tears for how hard it is for Londoners right now.”

**Read our Impact
Report in full [here](#)**



THANK YOU