



# CALLING FOOD PRODUCERS GROWERS & RETAILERS WE WANT YOUR WASTE



Following on from an extremely successful trial in Wellington earlier this year, **FREE STORE** is coming to Waitakere City and will be opening in Henderson for a one month trial in February of next year. **FREE STORE** is a community project that brings together community groups, artists, schools, the council and local businesses to help affect change, minimize waste and provide food for no charge to people in the community by redistributing food that would otherwise not be sold.

**FREE STORE** is looking to work with local food businesses in Waitakere who are interested in providing an innovative and vital service to the community.

## WHAT IS THE **FREE STORE**

**FREE STORE** is a pop up grocery store and for a one month period will become the collection point for Waitakere businesses including supermarkets, small food retailers, growers and producers.

**FREE STORE** then makes the food available to the public, who will be able to come and browse the store, read about the project and the businesses involved, and take food away with them. By opening to the public **FREE STORE** provides a vital service to many members of the community struggling to meet the increasing demands of the weekly food bill. This service will be promoted to local charities, schools and community groups.

## HOW IT **WORKS**

<p><b>WHEN</b> FEBRUARY 2011</p> <p><b>WHERE</b> HENDERSON, WAITAKERE</p> <p><b>WHERE</b> 5 days per week the <b>FREE STORE</b> van will collect contributions from suppliers throughout Waitakere. Drop off also available.</p>	<p><b>WHAT</b></p> <ul style="list-style-type: none"> <li>- Produce, breads and baked goods</li> <li>- Best before dated stock</li> <li>- Day old breads</li> <li>- Damaged stock</li> <li>- Excess stock</li> <li>- Unsold goods</li> </ul> <p>[Free Store holds a food license for the duration of the project]</p>	<p><b>CONTACT</b></p> <p>To find out more or register your interest contact:</p> <p><b>Kim Paton</b> 027 6999 758 khpaton@gmail.com</p> <p><b>Lou Lennane</b> 021 245 1454 louise.lennane@aucklandcouncil.govt.nz</p>
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## WHY BE INVOLVED

In the current economic climate, customers are increasingly seeking more information about the economic and social benefits of supporting a business or brand. By contributing to **FREE STORE** your business is:

- Actively participating in the local community
- Minimising waste
- Supporting members of the community struggling to put food on the table
- Demonstrating a commitment to innovation and social responsibility through sustainable business practices

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**A central aim of FREE STORE is to promote businesses as innovative agents for change. Contributing businesses will be promoted in store, on all printed material and in all media coverage which is expected to be extensive.**

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## PREVIOUS SUCCESS

The **FREE STORE** trial in Wellington was a tester for a new approach to dealing with issues that face the community to do with economics, welfare and the environment and the businesses involved were championed for their involvement in the project. The trial received an extraordinary level of public support with over 6000 visitors in a 10 day period. The extensive extensive media coverage included:

- 3 Feature articles in the Dominion Post
- Syndicated columns in the The Press, Waikato Times, NZ Herald, Dominion Post
- Featured segment on Campbell Live, 7pm TV3  
Go to: <http://www.3news.co.nz/Giving-away-food-in-the-name-of-art/tabid/367/articleID/157500/Default.aspx>
- Interview by Tim Graham on Morning Report, National Radio
- Editorial by multiple international newspapers including the Sydney Morning Herald and the India Times
- Articles in various magazines including Salient Student Magazine, Un Magazine
- Commentary and mention in over 30 blogs
- Documentary film in production in by documentary film maker Jaime Cortes
- Feature length radio documentary by National Radio in negotiation

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**- PARTICIPATE - ALL CONTRIBUTIONS BIG OR SMALL - PARTICIPATE -**

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