Pass the Pumpkin and make soup not waste this year!

Tuesday 18 October, 2022

Environmental charity UKHarvest launch campaign to stop food waste this Halloween.

Join our first ever “Pass the Pumpkin” Challenge at UKHarvest this October to encourage people to COOK and not just carve their pumpkins this year.

Last year it was estimated that 41% of pumpkins bought ended up in the bin, uneaten.

It is expected that a terrifying 22 million pumpkins will go to waste this year[1]

This Halloween you can help reduce this scary number.

UKHarvest have come up with a simple and fun plan to gather your friends with a pumpkin and follow our instruction video @UKHarvest on Instagram or via the link below. We want you to video the following messages loud and clear and share them as a story with the #passthepumpkin and @UKHarvest before cooking up something orange and delicious.

https://www.instagram.com/tv/CjnMsK8INU3/?igshid=MDJmNzVkMjY=

We are encouraging everyone to:

“Make Soup NOT Waste”

“Cook it DON’T Carve it

“Save our seeds!”

“Boil it DON’T spoil it!”

“Mash it DON’T Smash it!”

“Don’t be shy, make pumpkin pie!”

“Support UKHarvest this Winter”

“Together we can end food waste!”

Pumpkins are cheap, nutritious and all different varieties are grown across the UK. This campaign aims to make people think twice about their food waste, and we reckon some hot pumpkin soup is just what we all need this Winter.

UKHarvest uses its fleet of refrigerated vans to collect surplus food from across the supply chain to feed those who need it most. Please show support by sharing the “Pass the Pumpkin” Challenge or text your support with a simple £5 donation to help us rescue more pumpkins to feed those who need it most. Text PUMPKIN to 70580. For more information and pumpkin recipes please visit www.ukharvest.org

Media:









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