



Frequently Asked Questions

Produced in Kent, through the No Food Wasted forum, is launching a new initiative to tackle food waste in Kent: FoodLoop.

A crowdfunding campaign has been set up to raise funds from anyone who is:

- Committed to make Kent a driver of sustainable practices.
- Determined to eliminate food waste, fight food poverty and promote healthy eating.
- Keen to support initiatives that help our local community.

WHAT IS FOODLOOP?

- An app connecting those who have surplus food with those who need it.
- A community of Kent businesses, charities and community initiatives passionate about reducing food waste and creating better access to good food for all.
- Kent B2B platform through which surplus food can be resold or donated.
- An initiative that supports Kent's circular economy.

HOW DOES THE FOODLOOP APP WORK?

- Suppliers and takers of surplus food create an account on the app, specifying their offer or need.
- Surplus food can be donated or offered for sale but price negotiations and transactions take place offline.
- Suppliers and takers are alerted to a 'match' through a notification on their mobile.
- Food not collected or sold ('matched') to be taken away by recycling company with whom contract is in place.
- [Watch the FoodLoop video here.](#)

WHAT IS THE BENEFIT OF FOODLOOP FOR BUSINESSES, CHARITIES AND COMMUNITY INITIATIVES DEALING WITH SURPLUS FOOD?

- Provides an alternative to the AD or landfill.
- Gives instant access to a greater pool of suppliers, particularly of fresh food, and 'takers': no need for calling around, saving everyone time and money.
- Ensures that local surplus food is redistributed locally (in Kent) and not driven around the country, helping to reduce one's carbon footprint.
- Enables the connection of supply with demand without a 'middle man'.
- Collects data of food redistributed which can be used to support one's green credentials.
- Shows your customers that you are serious about tackling food waste.

WHAT WILL THE MONEY RAISED THROUGH CROWDFUNDING BE USED FOR?

The money will be used to develop the app and run a 12-month pilot to test the app and make it fit for purpose.

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HOW DOES FOODLOOP DIFFER FROM OTHER FOOD SHARING APPS?

FoodLoop is different from:

- **OLIO** (C2C model): I have carrots in the fridge and go on holiday, I put them on the app so that the HH down the road with an OLIO account can collect them.
- **TooGoodToGo** (B2C model): Retailers and hospitality businesses offer left-over or soon out of date food in discounted bags to customers. Participating businesses require a customer-facing side to their business.
- **Fareshare**: Organisation redistributing nationally to charities and community initiatives only.

It is worth mentioning that:

- Fareshare Kent is a great supporter of FoodLoop and one of our first FoodLoop Champions.
- We have a strategic partnership in place with TooGoodToGo: we see our services as complementary and support each other where we can.

WHY SHOULD I DONATE TOWARDS THE CROWDFUNDING CAMPAIGN?

Food waste is a problem that touches us all. By creating a regional business to business foodloop, we can help businesses save cost, get more good food to those who need it most and we can reduce our carbon footprint. This will benefit us all – Kent businesses and residents alike - and it will make Kent stand out as a county that deals responsibly with its surplus food.

WHAT IS A FOODLOOP CHAMPION?

Anyone donating £500 or more towards the campaign becomes a FoodLoop Champion.

- FoodLoop Champions receive a FoodLoop Champion logo which they can use in any comms and marketing activity to show their commitment to tackling food waste and Kent's circular economy.
- When the funding is secured, all FoodLoop Champions will be invited to the FoodLoop Lunch at The Gastronomist to celebrate the launch of the pilot and the establishment of a community of like-minded passionate individuals determined to find a solution for food waste in Kent.
- **Businesses, charities and community initiatives dealing with food waste who become FoodLoop Champions are given life-long FREE usage of the app.**

HOW DO I DONATE TO THE CROWDFUNDING CAMPAIGN?

- Donations can be made direct to Produced in Kent. [Email Us to find out how.](#)
- If you donate £500 or more, you become a [FoodLoop Champion](#).

WHAT ELSE CAN I DO TO HELP?

- Share the www.foodloop.app link with anyone you know and make sure they donate, too!
- Please tell any food and drink business in Kent – grower, producer, wholesaler, retailer, hospitality – to [register for the pilot](#). It is FREE.

If you have any questions about Foodloop or our crowdfunding campaign, please do not hesitate to contact Produced in Kent by email: info@producedinkent.co.uk - or tel. 01732 853170