



THURSDAY 15<sup>TH</sup> SEPTEMBER 2011

MEDIA RELEASE

**COLES ANNOUNCES NATIONAL COMMUNITY FOOD PROGRAM WITH SECONDBITE**  
**Providing five million meals to Australians facing tough times**

Today Coles announces a pioneering national fresh food donation program with not-for-profit food rescue organisation SecondBite.

*Coles Community Food with SecondBite* is committing to donate surplus healthy, fresh produce to charities around the country which will provide over 5 million meals to those in need over the coming two years.

A year ago, through a series of pilot programs across the country, Coles identified an opportunity to work with SecondBite and develop an innovative and sustainable approach to fresh food rescue.

Coles selected SecondBite to help manage its national program due to its expertise in fresh food rescue, focus on food safety procedures and quality control, and its unique SecondBite Community Connect™ model.

*Coles Community Food with SecondBite* will re-distribute fresh produce and bakery items from Coles stores to local community food programs in both metropolitan and regional communities, providing a positive health impact on the estimated 1.2 million Australians who don't have access to a safe, regular and affordable food supply.

Stuart Machin, Coles Store Development and Operations Director, said: "*Coles Community Food with SecondBite* is a national program with a local focus."

"Over the past 12 months, we have piloted the program in 20 Coles stores around the country and seen first-hand how we can work together with SecondBite to rescue our fresh food that may not meet our quality standards for sale, but is still nutritious and safe to eat."

"So far in our SecondBite pilot stores over 25,000 kgs of food has been donated, providing over 50,000 meals to Aussies doing it tough."

"Coles is committed to working with SecondBite and delivering fresh produce and bakery goods to the local communities across Australia that need it most," Mr Machin said.

Ian Carson, Chair and Co-Founder of SecondBite, commented: "*Coles Community Food with SecondBite* is a powerful initiative which will significantly impact food waste across the country. Australians who have fallen on tough times will be the ones to benefit, demonstrating the positive changes that can be brought about through such a simple medium: food."

*Coles Community Food with SecondBite* will follow a two and a half year rollout national plan, with approximately 250 stores participating in the first year, 450 stores in the second year and once fully implemented the program is expected to be viable at 665 stores.

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**For further information and interviews with Stuart Machin, Store Development and Operations Director of Coles. Please contact: Eva Daly on 0413 988 533 / 03 9452 9111 or [eva@thrivepr.com.au](mailto:eva@thrivepr.com.au)**

**For further information and interviews with Ian Carson, Chair and Co-Founder of SecondBite Please contact: Donna Le Page on 0412 797 937 or [donna@lepage-pr.com.au](mailto:donna@lepage-pr.com.au)**

(Notes to Editor on following page)

Notes to editor:

- In 2010, SecondBite collected and redistributed 880 tonnes of fresh, nutritious food. Almost 75 per cent of this was fresh fruit and vegetables
- SecondBite currently works with over 250 charity-operated community food programs in Victoria, Tasmania and Queensland
- SecondBite has been awarded the Victorian Premier's Sustainability Award, Banksia Foundation Community Award and Victorian Community Sector Award. The latter for SecondBite Community Connect™
- In addition to partnering with SecondBite, Coles will continue to be a major donor of shelf stable food to Foodbank, the largest hunger relief organisation in Australia. In 2010 Coles donated over 1.1 million kilograms to people in need via Foodbank and the Salvation Army (Tasmania)
- Website: [www.secondbite.org](http://www.secondbite.org)
- Pilot program facts:
  1. Since August 2010, SecondBite has been collecting twice a week from four Coles stores in Tasmania and seven Coles stores in Victoria (Nine other pilots have been conducted with the assistance of Foodbank WA, SA and NT)
  2. The total food redistributed by SecondBite from Coles stores since collections began is **25,527 kgs** which equates to **51,054 meals\*** for people who are doing it tough in the community
  3. Individual store donation case study:

Oakleigh = **9,518 kg** which equates to **19,036 meals**

*\*The meal conversion is based on a 500g meal, which SecondBite research established as the appropriate weight of a hearty, nutritious meal based on the typical food types and proportions redistributed by SecondBite.*