

Supermarket Fights Waste With Freebies

VOCABULARY WORDS

1. **Sustainability** (noun) /səˌsteɪnəˈbɪlɪti/: The ability to maintain or support processes without causing harm to the environment or exhausting resources.
Example: The organization focuses on sustainability to ensure long-term environmental health.
2. **Expiration** (noun) /ˌɛkspəˈreɪʃən/: The ending of a product's validity or usability, often marked by a date on packaging.
Example: Always check the expiration date before consuming packaged food.
3. **Contractor** (noun) /ˈkɒntræktər/: A person or company hired to perform specific tasks or services.
Example: The contractor was responsible for building the new office facility.
4. **Initiative** (noun) /ɪˈnɪʃətɪv/: A new plan or action intended to achieve a particular goal or solve a problem.
Example: The city launched an initiative to plant trees and reduce pollution.
5. **Revised** (verb) /rɪˈvaɪzd/: To change or alter something to make it more accurate or better.
Example: The book was revised to include the latest scientific findings.



A major supermarket in the UK is trying a new way to deal with food waste by giving unsold food away for free. Food waste has become a serious issue in the UK, especially with rising food prices and living costs. Government reports reveal that over 7 million people from 2022 to 2023 struggled to afford food, which equals about 10% of the population. At the same time, food bank usage has risen sharply, with more than 1.4 million new users in the past two years.

Tesco, one of Britain's biggest supermarket chains, has introduced a trial where unsold food will no longer be wasted but handed out for free. Like many supermarkets, Tesco typically lowers the prices of food nearing its expiration date. With this new approach, any remaining discounted food not sold by 9:30 p.m. will be offered to customers at no cost. The trial aims to both reduce food waste and provide assistance to people in need.

A spokesperson from Tesco stated that this initiative is part of the company's larger strategy to help the environment by cutting waste. Tesco has announced its goal of halving food waste this year as part of its broader sustainability efforts. Until early 2024, Tesco claimed that it had reduced food waste by 45% since 2017. However, this figure was revised to 18% after uncovering that some waste was being converted into gas for energy, which still counts as food waste.

The trial will only be conducted in select smaller Tesco stores, although details about the locations and start dates have not yet been shared. This testing phase will determine if the initiative can be expanded nationwide or refined further. By experimenting with free food distribution, Tesco hopes to strike a balance between waste reduction and community support.

Tesco's efforts to address food waste reflect a growing movement toward sustainability. The trial may set an example for other supermarkets to follow, showcasing the importance of combining environmental responsibility with social assistance. For now, it remains to be seen how effective this program will be in tackling food waste and helping those who need it most.

DISCUSSION

1. If you were designing a free food trial for your local supermarket, how would it work?
2. Imagine you're a shopper during Tesco's trial. What food items would you hope to find?
3. If supermarkets started giving free food globally, how might this impact food waste and poverty?
4. What innovative ideas could supermarkets use to track and reduce food waste more efficiently?
5. If Tesco created a mascot to promote its sustainability efforts, what would it look like and say?
6. How would free food giveaways change the shopping habits of customers?
7. If food waste could talk, what advice would it give to supermarkets and shoppers?
8. Imagine a TV commercial for Tesco's free food trial. What would the storyline be?
9. If you had to design an app to help supermarkets reduce food waste, what features would it have?
10. How can supermarkets and communities work together to fight food waste creatively?