

Making Chutney out of Waste Food



ENVIRONMENTAL

According to the company, avoidable food waste is responsible for 20 million metric tons of CO2 per year.



SOCIAL

By hiring individuals struggling to get back into employment, it is possible to strengthen confidence, skills, and level of responsibility.



ECONOMIC

The UK generates over 16 million metric tons of food waste every year, costing an estimated \$34 billion annually.



Developed in UK



Deployed in **UK**



“ENDEAVOURING TO MAKE FOOD THAT **NOT ONLY TASTES GOOD BUT IS GOOD.**”

JENNY DAWSON, FOUNDER,
RUBIES IN THE RUBBLE

→ Rubies in the Rubble limits food waste by reusing surplus fruit and vegetables to make new food products, while employing disadvantaged individuals.

Rubies in the Rubble addresses food waste by **using otherwise discarded fruit and vegetables** to produce chutneys and jams. The fruit and vegetables are picked fresh from the market before they are discarded. Preserves are a good way of making use of seasonal gluts and therefore provide a good starting point to address food waste.

The company also provides **training and employment opportunities** for individuals needing help back on the employment ladder.

Why a Sustainia100 solution?

According to the company, 16 million metric tons of food is wasted each year in the UK; research indicates that 60% of this is preventable. Avoidable food waste is responsible for 20 million metric tons of CO2 per year. By focusing on employing disadvantaged individuals, the company also addresses the social challenge of almost 1/4 of all working age Londoners being unemployed.

