



Fruitful food funded by the Naturesave Trust

One in seven people in the UK are facing hunger. In the last 12 months, more than 3 million emergency foodbank parcels were distributed to people facing hardship, including 1.1 million children. Whilst there are many contributing factors, insufficient income is the fundamental driver for almost all people forced to use a foodbanks.

While millions are going hungry in this country, a third of all food produced is wasted through the supply chain. We believe there is a more fruitful way...

This autumn we are launching a new social enterprise creating supportive job roles for people who have experienced food insecurity. As well as actively choosing to employ people that society can leave behind, we actively choose to utilise fresh but surplus fruit that'd otherwise be thrown away. Turning them into nutritious snacks, including apple crisps, and fruit-filled cereals, we prolong every piece of fruit's life and provide a healthy treat while we're at it.

We are delighted to announce that our first dehydrator has been installed at The Well Community Centre, East Ham. The purchase of this equipment has made possible through the generous support of the Naturesave Trust (funded by the activities of Naturesave Insurance, the UK's leading ethical insurance provider for individuals, businesses, charities and community groups).

Jonny Adams, Director of Fruitful, says "Our mission is to address the issues of food waste and food need. The funding we have received from the Naturesave Trust has been invaluable in helping us get our enterprise off the ground and we are hugely grateful for this support".

To follow the fruitful journey and buy their products, visit www.fruitful.food



Our first dehydrator installed at The Well



Our first employee, preparing a batch of fruity granola