

Spooky Cooking at Hale Community Centre helps save pumpkins from the bin this Halloween

Hale Community Centre hosted cooking and craft workshops to help inspire the Hale community to eat their pumpkins and reduce the number that end up in the bin this Halloween.

According to new research from environmental charity Hubbub, across the country, 30 million¹ pumpkins are expected to be bought for carving, of which 16 million² won't be eaten. This is the equivalent of 95 million meals-worth³ of pumpkins set to go to waste, worth £26.7 million⁴

The event at Hale Community Centre is one of more than 100 taking place across the country to support Hubbub's #EatYourPumpkin campaign which this year is calling on Halloween lovers to ditch the knife and give decorating a go. By switching pumpkin carving to decorating, the charity hopes that even more pumpkins will be eaten this Halloween.

Coral from Coral's Cookery School said "By decorating pumpkins with marker pens rather than carving you can use the lovely pumpkin flesh to make lots of tasty recipes, we really hope we have inspired local residents to eat their pumpkins this year and help make this delicious food go further. You can get an average of six meals out of a pumpkin and they make a great addition to a soup or curry and taste fantastic with a wide range of flavours including ginger, chilli and sage. We have produced a recipe booklet for all participants which can be shared if you email Hale Community Centre.

Mark Breen, Senior Creative Partner at Hubbub said: "For ten years we've been inspiring the public to eat their pumpkins at Halloween. This year we're sharing fun ideas to decorate pumpkins instead of carving them, to help them keep for longer and give people more time to cook them. If everyone cooked and ate their Halloween pumpkins, they'd be saving a combined £26.7 million⁴ worth of edible food from going to waste!

On 24th October, Hubbub and award-winning children's book writer and illustrator Rob Biddulph, will be releasing a special [DrawWithRob](#) video – his first ever not using paper. Instead, he will show three brand new designs for drawing straight onto a pumpkin with edible ink.

For the second year, this year's #EatYourPumpkin campaign is supported by donations from the [Starbucks® 5p cup charge](#),^[OBJ] which is applied when a customer chooses to use a single-use cup. Introduced voluntarily in 2018, Starbucks has donated all funds to Hubbub to create stronger, greener communities.

Hubbub's Top tips for an environmentally friendly Halloween:

- If you'd rather not waste any of your pumpkin, then get creative with your decorating. Think of alternative ways to create a spooky grimace without carving, meaning you can still eat the pumpkin when Halloween celebrations are over!⁵ Head to Hubbub's social media channels for some step-by-step ideas for decorating your pumpkins!
- Did you know you can eat almost every part of the pumpkin? In fact, it's only the stalk that isn't edible. Head to Hubbub's [Eat Your Pumpkin](#) page for tips on how to use the skin, seeds, guts and flesh of your pumpkins.
- One pumpkin can make several meals, why not freeze the bits you don't want to use straight away and save for a rainy day?

- If you don't like the taste of pumpkin, then why not make your own spooky decorations? From craft sets to window pens to making your own Halloween poster, there are plenty of ways you can decorate for Halloween without using a pumpkin.

Visit www.hubhub.org.uk/eat-your-pumpkin to find out more. #EatYourPumpkin

-ENDS-

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Notes to editor

The consumer research was carried out by Censuswide between 08/09/23 – 11/09/23, surveying 2,006 nationally representative UK respondents.

Data calculations

¹28.2 million households 2023 x 51.89% who celebrate Halloween x 2.08 = 30.43 million

²52% of pumpkins bought for carving last Halloween were not eaten. If we apply this to the 30.43 million pumpkins planned to be bought this year, then 15.82 million are set to go to waste.

³Based on an average of 6 meals from one pumpkin x 15.8m carved and uneaten pumpkins

⁴The average cost of a pumpkin was £1.69 in 2022. That makes the value going to waste £26.7m (15.82m pumpkins x £1.69)

⁵Hubhub advises that pumpkins are decorated with edible inks and to avoid any other paint, glue or marker pens as these are not edible and could also affect composting.

About Hubhub

Hubhub is an environmental charity. We're all about inspiring action that's good for the environment and for everyone.

We do this by creating campaigns that focus on topics people care about that also have a big impact, like the food we eat, clothes we wear, green spaces, and how we support our communities. We raise awareness and share actions you can do at home, at work or in your community. Actions that are simple, often fun, and always worth it.

We bring people, community groups, businesses, and local authorities together to create change and use the collective power of people doing what they can to encourage government and business to make it easier for everyone to make greener choices too.

Hubhub won Best Social Media Presence in 2021 at the prestigious Charity Times Awards and the Charity of the Year Award in both 2020 and 2023.

Since 2014, Hubhub has delivered more than 154 trailblazing environmental campaigns in collaboration with over 2,500 partners, helping to shift the national debate on key environmental issues such as food waste, sustainable fashion, reuse and sustainable diets. Hubhub's campaigns include #InTheLoop which initially brought together 25 of the UK's largest companies to boost recycling on the high street and through a replicable toolkit has now expanded across seven cities, a

3-year partnership with IKEA to create the world's largest consumer-facing sustainability campaign 'Live LAGOM' and creating a network of over 450 (and counting) Community Fridges across the UK which, in 2022, shared 16.9 million meals worth of surplus food over 1.2 million visits.

<https://www.hubbub.org.uk/>

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