

EIT Economic Crisis Podcast v2.mp3

Matt Eastland [00:00:06] The whole world is feeling the effects of rising food costs and food insecurity. In Europe, the price of budget food in supermarkets has risen by 17% this year, sadly forcing some people to skip meals so they can afford to pay their bills. And in the UK alone, supermarket inflation has soared towards 15% in 2022, driving up the average consumer food bill by £682 per year. Money which people just don't have. Now, I'm really sorry to start the podcast with such difficult message, but to say we're in a crisis is an understatement. But in every crisis lies a seed of opportunity for change and innovation. And all over the globe, problem solvers are stepping forward, helping consumers take back control of their money and their diets. In today's episode, we're joined by Two Changemakers, who will be sharing grocery saving tips and cheap recipes so you can keep your bills low and your stomach's full. Hi everyone. I'm Matt Eastland of Welcome to the Food Fight podcast. The first of our guest is Stacey Williams, head of Customer Relation and business development at Gander. Gander is the first automated mobile platform to sell reduced food before it goes to waste, essentially helping consumers save money on their groceries and also reducing their environmental impact. I cannot wait to hear more about this platform. Stacey is a pleasure to have you on the show.

Stacey Williams [00:01:36] Hi. Very good to meet you, Matt. And likewise, Mitch. And yeah, really looking forward to the event.

Matt Eastland [00:01:42] Great stuff. Thanks, Stacy. I'm also joined by Tick Tock, chef, author and King of Five Meals, Mitch Lane, a.k.a Meals by Mitch. Mitch started making Tik Tok videos of his cooking as a bit of fun throughout lockdown, but now has a following of over 1.1 million people and provides tips for affordable cooking to families in times of crisis. Now a published author of his book, Bon Appétit, Mitch is keen to help more people save money in the kitchen and most importantly, eat food, which makes your stomach feel good. Great to have you on the show.

Mitch Lane [00:02:15] Mitch Thank you so much for having me, Max, and nice to meet you too as well. So it's good to be here.

Matt Eastland [00:02:21] Thanks very much, guys. So let's talk about the situation we're all in. So rising food prices are causing a whole host of problems across the globe, like I would say. I was reading the 2022 Global Food Crisis Report. Some of the headlines are really, really shocking. So you've got 205 million people who are acutely food insecure and in need of urgent assistance globally and in the UK, the Food Foundation charity has found that hunger levels have more than doubled since January 2022, with nearly 10 million adults and 4 million children unable to eat regular meals in October this year due to increased prices. Which is really, really sad. And it just kind of seems that for a lot of people out there, that food is turning from a necessity to a luxury that they really just can't afford. So why are prices going up so much in our shops and what's responsible for this situation?

Stacey Williams [00:03:19] Well, I think obviously we've got the war in Ukraine, which has a massive effect on price inflation, because that's the knock on effects of the energy suppliers. And obviously, everything we produce in the world is all down to energy. So those costs are always going to sort of be fed on further down the chain. And I think, you know, I think retailers are trying their best at the moment to try and mitigate that as much as possible. But ultimately, you know, they're trying to improve the lives of their the people that are working for them as well. So that making sure that they're there, raising that, you

know, the amount that people are paid to try and sort of offset the inflationary pressures that encountering, you know, and I think there's an awful lot of retailers that are also supplying advances in payment as well so that they don't get into trouble from a financial point of view. So I think everybody is desperately trying to play their part with this. You know, obviously there is government support and yet I'm not here to politically talk about whether it's good enough. But ultimately, I think, you know, whatever we can do collectively supporting each other in the community is a really important thing to do. And just seeing what Mitch has done, that's that's helping people. And likewise, you know, technology can also help people and get them perhaps the best deals that they possibly can to help save the money.

Matt Eastland [00:04:34] That Stacey and Mitch, from all your followers, what are people telling you? You know, why are they struggling so much?

Mitch Lane [00:04:40] It's mind ends and just the cost of living in general, to be honest, it's tough for people. Unfortunately, people aren't in a position to be picky these days with what they can and can't afford to eat. They just want things are cheap, simple and tasty. Ultimately, the try make the budget stretch as far as humanly possible. Every time I seem to go in the supermarkets, I've now just everything creep know open up and it seems to be just across the board as well. It's the fresh stuff, the mates, even the tinned foods, everything. It's only a little incremental. You're in there, but every time all go in every week without fail, something has gone up. At some point it's just a shame people salaries end creeping up at the same rate. That's where ultimately they are the issue. But people want this time of year, I think people want like winter warmers, you know, like how much stews, slow cooker meals because they just make you feel so good online. Yeah. I mean, it's kind of people are eating food like that out of necessity really, because it's cheap. Vegetables are cheap. And yeah, ultimately it's a it's a big problem.

Matt Eastland [00:05:48] You know, and I really hope as well through through this episode and through all the other great work that you're based, we can really help people there and it's just sort of staying with you. So, you know, like I said, you've got a million followers on TikTok and I was kind of reading about your story, where you've come from and where you are now. So can you just sort of unpack it for us? How did this all happen?

Mitch Lane [00:06:11] To be honest, it's logical. A funny way. I work in anxiety. It started off in the first lockdown where my daughter was pestering me to get on TikTok. She cries out, Come on, get on TikTok. And I just didn't know what Tik Tok was. I hadn't got a clue and just thought I was like one of those dancing apps, to tell you the truth, thug, where people are prancing around the garden during lockdown and then like things later in the end she twisted Mom. I thought, okay, I'll get on Tik Tok within a day. My dad dancing with a press of. You know, Amy, honestly, some of the stuff she had me do was like, I mean, none of them videos are available now. Putting that way, not so embarrassing. That was just deleted off the face of the earth, never to be seen again. And one day I thought, I'm cooking up a chilli con carne. I'm just going to video, I'm just going to show people how I do it. So I did that. I did the voiceover I uploaded to Tik Tok, and next thing you know, it's kind of blew up. I'm like, What's going on here? Like, because it wasn't anything fancy. It was just a really basic meal. And I think maybe that's what kind of propelled me into the popularity as it goes, because people just want simplicity. The one one pop meals, the one just basic stuff that anybody can have a crack at really like. And that's what it kind of started off with. And then one thing leads to another, and I carried on doing more and more. Next thing you know, HP Custom Content have approached me to do a cookbook with them and then we launched a cookbook then. And yeah, in February this year it was

page, page biggest selling cookbook. There were all over the movie line. So I was like, And I'm still carrying on. And one day someone come to me and said, Look, Mitch, can you feed four people, 405 on a set yet? Absolutely. Of course you can. I did like a sausage casserole and everything fell within that formula budget and it kind of went from there. In the budget, food kind of became more and more relevance as the cost of living has gone up and up and up. And I kept doing more and more because people were just what requested more and more. And it's kind of spurred on from there, really.

Matt Eastland [00:08:18] What an incredible story. And absolutely, your cookbook is now my Christmas list. So, you know, there's another sale for you. I mean, just very quickly that you talk about, you know, you're known as the king of meals and we're fiver like you're saying which is correct. Self-proclaimed self-proclaimed. I mean, given the cost of living crisis, you know, how far can £5 really go? Do you find it's getting harder and harder?

Mitch Lane [00:08:41] It's definitely getting harder and harder. Every time I look on the supermarket website because I'm trying to get the prices of everything before I go in there so I know what I'm kind of working with and every time I go on there, something's gone off. But I wanted to do it. I wanted to show people that you can actually make some incredible stuff for a fiver and you can feed your family. First of all, you are using very basic, humble ingredients. But I kept seeing all these budget meals where, like people were saying, Oh, just use this bit of balsamic vinegar in your pantry or use these chilli flakes you've got in your pantry. I'm like, Nice. Don't expect me to have any of that. Don't expect me to even have a pantry. Just don't expect people to have these things lying around. So I wanted everything to be included in the final budget. Well, I even show people the receipts as proof so that I am trying to blog them. And it kind of went on from there where I wanted total clarity of the price. So we're like, I know it's £2, 30 per portion, but I'm expecting you to have 30 queens of ingredients already in your house. It was a fiver to feed four people and that's where we really kind of coming to fruition.

Matt Eastland [00:09:50] Really amazing. Well, you know, big congratulations on all your success and, you know, well done for helping so many people match. And Stacey coming to you. You know, I'm also really loving what Gander are doing. You know, it's such a simple but really significant innovation. Can you tell us about how the company started and how you got involved?

Stacey Williams [00:10:12] Yeah, absolutely. So Ashley was one of our founders. He came up with the idea when he was working in London and ultimately, you know, he'd be finishing work every evening and sort of going to the local store to get something to eat for that evening. And he was always staggered by how many yellow label reduction items were there for customers and ultimately not many people there necessarily buying them. So he sort of thought, well, there must be a way of getting this over to a wider audience. And he sort of after a while thought, well, there's a lot of apps that are starting to come around at that time. So this was around 2016, 2017, that sort of period of time. And eventually he sort of thought, Right, what can I do about this? So he basically came up with the idea of having an app for consumers, but ultimately it's surfacing straight away in real time, any items that are reduced in-store. So and obviously there was a lot of work involved in that. And at first point it was a sort of manual element. So, you know, the retailers having to manually put it on. But obviously, you know, the feedback was we're not going to do that because that's taking more time to produce that in stores. It's going to cost more labour and everything else. So ultimately it was right, how can we get this to work? So it was a case of actually integrating with the technology that's already in use within the, you know, supermarkets, retailers, whoever it might be. So therefore it then feeds straight

into our app and straightaway, you know, as soon as you got that reduced item, whether it be a bag of chicken fillets or a bag of carrots, whatever it might be, it surfaced straight onto the app. And then the idea is that literally how it works is that as soon as a customer goes in and purchases, that it comes off as well. So therefore, you're really confident that when you're viewing and seeing what all these reductions are, that they are available. So, you know, as long as you get down quickly enough to the store, you know, we've made it fun. You know, you've got to get your skates on. Is any two left? You know, we have little straps like, you know, not all heroes wear capes. At the end of the day, you're doing your bit to save the planet, but also saving money at the same time. You know, and I think it's really important that, you know, we get people into stores as well. So you can't purchase it through the app because we strongly believe that we want customers to be going in and going into the retailers as well because that's really important as well.

Matt Eastland [00:12:36] And can you just paint a picture for our listeners in terms of, you know, what is the platform look and feel like, you know, how does that actually work? So if I've just opened the app, what am I seeing and how does what should I do?

Stacey Williams [00:12:47] So if you open the app, ultimately, you know, you can find out where your local stores are. So you register obviously where you are will tell you straight away, unfortunately if there are any retailers nearby you. But you know, clearly we'll let you know when some are. But when you go on to the app, you can literally filter for dietary preferences. You can put in the products that you're looking for. You can add items to your watch list so that, you know, if there's six items that are being reduced at that to watch list, you know, then let you know if things are starting to sell out. In case you can't get down to the shop straight away. It's not just a list of items, a load of words that you're looking at. You can see what the products are. You can understand, you know, is it gluten free? So, you know, it's really important that. And I think ultimately it's about buying what you need. So you're not going to get any surprises. You know exactly what's available and you can go in and purchase it and it's very colourful. At the same time.

Matt Eastland [00:13:42] I can see that I have downloaded loving all the logos and everything you guys are doing. So yeah, really well done. You know, again, well done to you both through all the great work that you're working on. Let's talk tips and tricks, shall we? And let's start with saving money when you're out and about. First of all, let's talk food shopping. So, Stacy, if I can stay with you for a second, given that we're just sort of leading into this anyway. So your gander claims that consumers who engage with the app have seen an average saving of 56% on their weekly feature, which really incredible. Can I ask you, do you think there is a stigma around reduced food that is preventing more people from buying it?

Stacey Williams [00:14:25] I think if you go back probably 5 to 10 years ago, I would agree. But I think that whole concept has changed now, and I don't think it's across any demographic ever. I think ultimately, you know, lots of people would always want a deal. They always want a better price if they can possibly access to that. And I think with the rise of the discount chains, yet more and more people are shopping the discounters. And it doesn't matter who you are. So I think, you know, when it comes to reduce food, I think it's exactly the same. And interestingly, even going back as far as I think it was 2017, Waitrose did a survey and they actually basically proved that it was stigmatised. Now people aren't worried about buying reduced label food, and I think people, you know, are shopping sustainably. So actually they're seeing the benefits of actually, we can't keep throwing this out, it's worth purchasing. It's still great quality, only getting it at a better price.

Matt Eastland [00:15:22] That's really encouraging to hear. And it it mixes. Is this something like buying reduced price food? Is this something that you will constantly doing as part of your videos and you know what you're trying to show people?

Mitch Lane [00:15:34] To be honest, I try to buy everything at market value just so it's fair across the board for all the viewers. Because, Yvonne, if I can get something on offer, that doesn't necessarily mean the person watching the video can get something on offer. So I try to make it so I buy everything at standard price, to be honest. I mean, if you can go into the supermarket and get a cheaper way, not even better, you know you're going to save even more money. I totally encourage that. But for the sake of my videos and the sake of proving that it costs \$20, I'll keep everything standard price. So it's just total clarity, very low back. You know what Stacey says? I don't think there's a stigma anymore. I think people are struggling. People are on the breadline. And if there's anyone out there trying to make fun of people buying reduced items, they need to go read a wobble because it's just disrespectful. People don't understand other people's circumstances, so it's best to just keep the mouth shut and don't even get involved with that. But yeah, I don't think there's a stigma anymore as such.

Matt Eastland [00:16:35] Good. It's really good to hear. And when you're shopping yourself, Mitch, how do you keep your spending so low? Do you have any major tips or maybe you can point out any obvious things that we might be missing out on?

Mitch Lane [00:16:50] There's obviously there's a number of things you can do. I think probably the obvious one is the batch cooking idea. Bulk cooking. If you've got that expendable income to start with, log on sometimes batch cook. It ain't practical for everybody because they haven't got physically so much money upfront to buy bulk ingredients, batch cooking, meal prep. But if you've got that money upfront. But four can plan your meals for the week, cook it all up on a Sunday and prep portioning out in containers. Stick it in your fridge, stick it in your freezer and you've got your meals for the week. Then that's probably something I'd recommend as a big saver. But the other one, as well as I suppose, trying to think of meals that have cross-over ingredients. So like an example that would be like a Korean a chilli, the ball fusion in seek a buy a big bag of one piece of all of you chillies. You choose garlic and similar seasonings like chilli powder. There's a number of things that can cross over and make similar meals from very simple ingredients. So I would recommend do not have to think about what you like, I mean, and try and think of some crossovers. But I know it sounds crazy as well, but I'm guilty of it myself. Don't go into the supermarket hungry. It sounds like it's a tough thing to say, right?

Matt Eastland [00:18:12] Such a good.

Mitch Lane [00:18:13] Seriously, the amount of times I've gone into a supermarket hungry and I'm just dashing everything in the trolley a lot. People in the car calling you dashing in all sorts of stuff. It's like your belly takes out of you. Brian I would say go in there on a full stomach because you'll start to look at them as are. They really fancy that. Now if you're hungry, you can honestly guarantee you'll be chucking in all them drumstick squashes, all them angel slices. You know you will. So going out of your stomach as well.

Matt Eastland [00:18:42] Yeah, I am so guilty of that. I mean, right at the end of the day, when if I don't have something before I get into the shops. Oh, my God. Like you say, you just want carbs. And my girlfriend's always saying to me, she's like, What are you doing? What have you? It's like Jack and the Beanstalk. I've just come back with all sorts of other stuff that I shouldn't have bought. Yeah, it's a really good tip bar and station. No side of

me. Any tips that you kind of see from what you do or or maybe any kind of like tech or even low tech stuff that you think people should look towards to kind of help save the money in shops other than your great platform? Of course.

Stacey Williams [00:19:17] Absolutely no. I think there's a really good comparison site called Trolley, which I think is really useful. So, you know, especially if you do a weekly shopping, you're wanting to understand how to make your budget go further on, you know, the all those staples that you constantly buy. Elise Then you can compare what is the best price at the various, you know, the big retailers at such that the people, you know traditionally tend to go to. And I think, you know, to be fair to Martin Lewis, I think Moneysavingexpert it's a really easy one. Stop shop for people with lots of, you know, cash backs, coupons. You know, we don't have as much left with good old coupons in the back of packaging like we used to go back in the day. I'm old enough to remember that, but, you know, I think that's a good start, certainly. And I think, you know, Mitch is absolutely right in planning ahead and thinking about what your budget is for the week. Batch cooking is really important. If you know, if you've got the time to do that, why not? But I think, you know, experiment also with your shopping habits. So if you've always bought, you know, a branded product, actually have you considered an own brand label product? Because quite I mean, I think what they call it now, it's downshifting. So, you know, again, just think, you know, make it a bit of fun blind tasting with the family because actually if it if they still like it and they're still enjoying it and then you've saved yourself, you know, a pound or a couple of quid or whatever it might be, then, you know, that's a big saving over the year just from one product, just, you know, think differently when you go to the shops. And I think the old thing is with retailers and I come from that background, it's like anything, you know, I level products in the supermarkets are often the most profitable ones. So think about the pricing bottom shelf, the top shelf, have a good look of those. And I think it's really important to look at the label. So don't be convinced that if it's on offer, it's the best offer. Actually, look at the unit pricing because quite often you'll find that actually per unit it might be the one that's not on offer, which is actually the best value for you. So yeah, just be be savvy when you're shopping as well, I say. And one more tape, I suppose, from a BOBKOFF Perspective only buy one, get one free if you really know you're going to use it and need it. Because quite often, if it's fresh items, if you don't end up using it all ends up going to waste, then, you know, you haven't save yourself any money and you just caused a further problem.

Matt Eastland [00:21:39] Really wise words. Yeah. Thank you both. That's great. And going from supermarkets out to eating out, you know, will love to go out to our favourite restaurants to eat. But eating out, let's be honest, has also become super expensive as well. So what advice would you give to people who are craving like a restaurant experience, which.

Mitch Lane [00:22:00] To be honest, some of the quality of food you can make from home is on par, if not better than fresh from food or like. And if you got like cravings for other know your favourite takeaway like a KFC for argument's sake, you could make your own knock off psychoactive, see for like a ten for the price really I would say probably have a dabble in making your own takeaways. I did like a mini series on what was doing knock off Nando's, knock off McDonald's and different things are and offer crack. Yeah, I've a go when you've got all the seasonings in your cupboards you've got it and it's just about buying the fresh ingredients then. So I have a crack. Don't be afraid to try new things at home and yeah, just be adventurous with it's a surprise because you can go ahead and spend 40, 50 quid on a meal in restaurants. And I mean, look at what you can get for 40 and 50 quid in the supermarket. It's night and day, really. You get so much more for your

money. So I'd probably recommend. Yeah, be adventurous, try new things. But going back to what Stice, who's seen in the supermarket doing in regards to the Bruns boy, the wonky veg as well. Honestly, just because it doesn't really look like a carrot dominant don't taste like the carrots, the taste the same and I'd say the tin stuff as well. Very similar in flavour. I would probably recommend that as well. But yeah, be adventurous with what you've done before and try new things.

Matt Eastland [00:23:30] Thanks, Mitch. Yeah. And I totally back up. You're talking about with wonky veg. I mean, you go to markets across Europe, you know, wonky veg is celebrated. That's what people are looking out for because it makes it you know, it's home grown. It's as nature intended. And for some reason, we've got to this place where everything has to look and feel like in a particular way, which is not helping.

Mitch Lane [00:23:49] No. I mean, once it's cut all I mean, the wonky onions, for example, you never really eat in a whole one and EU. So once it cuts off when it's in a meal you'd never even know was wonky in the first place. So it tastes like an onion, doesn't look like an onion, but people won't even know the difference on bond. The wonky stuff, all the wall.

Matt Eastland [00:24:10] It's all good food in the end, right?

Mitch Lane [00:24:11] Absolutely. Absolutely.

Matt Eastland [00:24:13] So we started to kind of talk about saving money in the kitchen and I guess sorry, Mitch, still looking at your hair, but can you give us some of your favourite recipes which are popular on your Tik-Tok channel? You know, the ones which have gone down really well with your viewers.

Mitch Lane [00:24:30] Sometimes it's the ones you least expect that seem to blow up and become popular because of the plot. Is too funny, I think in general. Well, I don't think that one's going to do very well in the next thing you know, it's got like millions of views there's no secret to the algorithm on there is just so random sometimes but some of the nice ones I've done like budget surprises while luxuries are in there, veggies, pepper, seasoning, and it's all done in one pan as well as a list of like Teresa pastas, homemade curries, homemade soups. And it's all stuff that you can do in one pan. So you save, you know, obviously utility bills and it's simple as well. Like if you got one pan in front of you, anyone, that's rubbish at multi-tasking, you've only got to look at one pan and it's simple and anyone can have a crack at it. And I think that's probably part of the problem. I think sometimes people find it really daunting to cook. They're worried that like, Oh no, I've got to cook it at all. It's like, I dunno if I'm going to be able to do it and then like will end up on just a 80 something order in a cupboard. But if it's simple and it's one parts. You've got to really just break it down week by six. We're not doing anything fun, so we're putting some ingredients in a pan at the right time, and that's ultimately all it is. So it's simple and it's cheap. But some of the stuff I've done, people after I a look at the videos, but there's some fantastic winter warmers on there, some really, really cheap stuff that's fantastically comforting.

Stacey Williams [00:26:02] Best thing for me, which is it saves on the washing up as well.

Mitch Lane [00:26:05] Exactly. Yeah. It wants to wash up a load of pots and pans. It's the worst part of cooking, isn't it? Ultimately, I've only got a small kitchen. I don't have a dishwasher, so everything's all by hand.

Stacey Williams [00:26:15] Same here. I'm Chief washer up.

Mitch Lane [00:26:17] Yeah.

Matt Eastland [00:26:18] I'm on the one pot thing. Do you find that that's actually encouraging people who maybe, you know, you were saying that people are a bit worried about it. Do you think that's like a good entry point for anyone who's like a, you know, really a very, very kind of early stage cook or maybe hasn't cooked before? Are you finding that actually just saying to people, it's one pot, just put everything in? Is that actually then encouraging people to start cooking, becoming more adventurous? Is that where everyone should start? They say, right.

Mitch Lane [00:26:46] Absolutely. Absolutely. Because even down to just the equipment they have, some people might only have one pan. And I'd like to say 99% of people who've got a hub in their house, so they've got those basic pieces of equipment to cook up something simple. And I just start with very humble, fresh ingredients that are cheap and kind of build on that, really look for simple recipes and then build apartments. Although no one's expected a novice cook to commence DIY and make a full blown Sunday roast where there's pots and pans everywhere and your timing's it all off. And yeah, do something simple in one pan, keep in shape, keep it simple and kind of progress at your own pace.

Matt Eastland [00:27:27] Love it. Thanks, Mitch. Simple is best, right? And Stacey, we sort of talked a little bit about food waste. And I know that you you know, food waste really well in terms of the agenda and what you're trying to achieve. One of the things that's been really confusing to people over the years is best before dates. What's your take on them, you know, and should we be keeping to best before?

Stacey Williams [00:27:50] I think there's been a sort of a misconception throughout the food industry really, and probably with consumers for a long time that you can't eat food after the best before dates past. And that's simply not true. You know, it is only a sign of quality. It's nothing to do with food safety at all. And I think, you know, ultimately best before is just an indication to say, look, this is will be the time when it passes. It won't be at its prime quality that it used to be. It's just common sense. At the end of the day, you know, it's the visual and smell test. Just look at the food. If you're happy with it, use it. There's nothing wrong with it. And that goes for, you know, produce as well. And I think to be fair, retailers have done quite a good job with removing an awful lot of best before dates and there's been mixed reviews about that certainly. But I think it is the right way to go in the long run. And ultimately, even with use by dates, it doesn't necessarily click over at midnight that night again. It's just add a little bit of a common sense approach. Few think it's absolutely fine. There are certain foods that you've got to be really careful with. But again, just use your eyes and your sense of smell and taste.

Matt Eastland [00:29:00] Got it. Thanks. And I love the fact you thought around common sense thinking until address. I think we mentioned it just as we were starting to show. So we've had we had a food historian on a previous episode, Dr. Annie Grey. I think it was episode 28 where we were talking about kind of food waste. And, you know what people in past times would do, which actually these days would feel quite innovative, but actually at the time it was just based on necessity. One of the things she was sort of talking about was very much about better storage of food, making good use of leftovers, you know, just energy saving tips whilst cooking front of mind for you both. Any sort of advice for people around storage leftovers or sort of energy saving in the kitchen? Mitch, what about you?

Mitch Lane [00:29:47] Yeah, I think it grieves me to throw away any leftovers. Like, absolutely grace me. If there's any leftovers from takes on, I'll always be put in a Tupperware container taking it to work. After I finish my dinner, I'll feel no shame in the stove on the next day. Stick it in the microwave is good in regards to leftovers and it can be a little bit more innovative. You leftovers like for example if you've cooked up a Sunday roast, a lot of the time there's a lot of ways that you on a Sunday roast, a lot of leftover veg, leftover meat, rice patties. You know, there's always something there. Isn't that. So you could arguably make like a bubble and squeak top with a fried egg. You know, you've got a new meal there for Monday just on leftovers. You can make Yorkshire pudding wraps from the leftovers stick. A big Yorkshire pudding in the oven. Yeah. Something on just be creative with a surprise and think well what can I do with all that leftovers? Because I hate throwing food away. So you look and you think it's such a waste, so always trying to make something from The Leftovers is a great idea. And you'd be surprised what you can do sometimes.

Matt Eastland [00:30:56] Yeah. Actually, I remember one of the best things I did is after I think it was Christmas last year, so much left over, I just ended up putting it all in a pie and it was like with the best pies and that I had. So it was, you know, incredible, like a Christmas pie. It's great. And what about you, Stacey? Anything else that you think people should be thinking about?

Stacey Williams [00:31:14] I think ultimately sometimes you can just do like a set up every day, every week that you use everything up and make it a challenge and make it a bit of fun with the family as well. Right. Well, I'll be actually going to do all this. You know, let's have a good look through the fridge. And I think actually looking through your fridge on a regular basis, you know, just understand, right? Actually, what have I got in there? Because there's always something tucked at the back that you've forgotten about. And then it gets to the stage where I really can't do anything with that now. So just management of your fridge is really important. And I think if you've got a freezer, absolutely, you use it. That's that's what it's there for because if you know something is coming to the end of its life, but you can freeze it and then use it at a later date was a good one to do. You know, there's lots of great tips on the Internet for better ways to store things. You know, ideally, actually, you shouldn't put mushrooms in the fridge, but we all do. And I quite often I end up going, Oh, those mushrooms are completely gone. Are they're past what I could do, but actually they should be stored out of the fridge in a paper bag and actually that's the best way. So just get some top tips for things that, you know, always constantly going off in your fridge. Think like, what can I do to put that right and then find some information I like?

Matt Eastland [00:32:28] Stacey, you're right. There is so much out there and I think we can all do so much better in this space, which, you know, is one of the great things about, you know, when you're in a time of crisis, you really do need to think innovatively. This is one of those things that personally I do think we can do more here to help the cost of living crisis. So one of the examples we we have at EIT Food, so we've been supporting an enterprise where we're taking wonky veg like you were saying that which is actually going to go to landfill or be ploughed back in. And then we're turning it into smoothies and soups, which is then sold through social enterprises like are really, really cheap so that everybody gets access to affordable and nutritious food. And it's things like that which are really, you know, helping struggling families across Europe and going forwards. I think, you know, we need to see more ideas like this emerging to fix the crisis. So, you know, I was wondering,

do you have any kind of thoughts about going forwards? What kind of other innovations we should be seeing in this space? What about you, Stacie? A things to help us.

Stacey Williams [00:33:36] I think things like, you know, that what's Mitch and what he's doing. I think often retailers are doing a really good job of putting things on on their websites and they've probably got recipe cards and ideas in store, but actually becoming ever more digital. So I think ultimately it's how we get to that wider consumer market through social media. And I think that's probably where looking at food waste, engaging people, getting that message out there is so important. And I think that's still a struggle at the moment. If I'm being really honest and it's, you know, how can we harness, like Mitch with a million followers and other people like him to really sort of cascade that information? Because I think, you know, most people are looking at that rather than necessarily looking at perhaps more old fashioned ways of doing things.

Matt Eastland [00:34:29] Thanks, Stacey. And I guess, Mitch, you'd probably agree, right? We need to be more vocal using platforms like Tik Tok and just getting the message out there.

Mitch Lane [00:34:37] Absolutely. Ultimately is the future these days is everybody's glued to social media, everybody's always scrolling through Facebook or Tik Tok or Instagram. So those are the places really to really get it in people's faces. Yeah, totally. Back up. What Stacey said is really something I would say as well is if look, for God's sake, if you've ever got something in your fridge or you've got food that you know you're not going to be able to eat, you might be going away somewhere, whatever. Just give it to the food bank. Like there's that many people, right? Using food banks these days, give it to the food bank. And for anybody using a food bank, never feel ashamed. Never feel ashamed, because I think sometimes there may be a little bit of a stigma there. But yeah, don't be afraid if you're on the breadline and you're struggling to make ends meet and you're wondering if you can put a meal on the table for your kid, don't even think twice. Go to the food bank and get what you need. So that's something I really would encourage as well.

Matt Eastland [00:35:41] Yeah, I totally agree, Mitch. And it's, you know, very good words. And and I guess the other thing as well, which is, you know, a whole nother area is like community food sharing. So we've had tested out some Olio the app on the show before where, you know, if like you say, if you're going away and you've got something in your fridge, it's still good. You can just stick it on the app and people come and pick it up. Too good to go. No restaurants when they're about to close, they they massively discount food. All of that is great because like we're saying, this is good food and it just shouldn't go to waste.

Mitch Lane [00:36:11] Well, I mean, if you look at things like I don't really know certain companies policies ball, I mean Greggs or like, you know, bakeries, whatever. If I got stuff on the shelf at the end of the day that they know they're going to just dash in the bay, why not take it somewhere taken? Just give it away. It's far better in someone else's mess than in the bay. So I don't know. Obviously, I'm always speaking at term that some companies may already do that, but I would definitely be encouraging if you've got leftovers. Take them somewhere time. Somewhere where someone ever only saw someone that physically can't afford to put a mail on the table can go enough. Someone to eat.

Matt Eastland [00:36:50] Yeah. Yeah, absolutely. And I know more and more companies are doing this. And, you know, I think there's a lot of pressure and demand there for companies to do better. For sure.

Stacey Williams [00:36:59] There's certainly a lot of food being redistributed by nearly all retailers. And I think, you know, they generally are doing a good job at that. But I think, you know, it's also down to us as individuals. You know, I'm a firm believer that if we've cooked up a load of food, just think who your neighbours are as well, because actually perhaps those more elderly in the community is listening to check in on them. You know, if you've cooked up a batch of food, why not pop a portion ran for them because you just know. You don't know. They might be struggling. They probably be too proud to even say when. And it's just a goodwill gesture, especially with this Christmas coming up. It's always a good time to get to know your neighbours.

Matt Eastland [00:37:36] Absolutely. Such lovely guys on the podcast today. You guys are amazing. So we've actually just hit over 100 episodes on the podcast, which I never really thought would get there. It's amazing. And to celebrate that EIT Food, we're going to be sharing our own 100 ingredients for the future food menu to help spice up people's recipes, but also whilst making them more healthy and sustainable so that episodes are actually going to be coming out next year. And I'm really looking forward to everyone hearing about some of the weird and wonderful ingredients that you can expect to see on your shelves and plates in the years to come. And we hope that will give people some interesting options when they're shopping and spark an interest and think about new foods. So as part of this as was like a trend towards yeah, you mean Stacie, what do you hope to see being sold in supermarkets in the future? You know, are there any kind of new ingredients or new products that you're seeing that you think, yeah, we should be seeing? A lot more of that.

Stacey Williams [00:38:38] I think is probably not necessarily about new products. I think it's just making sure that, you know, those really important staple products are available to all. I think that's key. And you know, it's interesting that which of come up with a ten point plan which they're obviously keen for people to get all retailers involved with that and it's almost making sure that, you know, the staples and whether it be, you know, budget essentials, whatever you want to call them, are easily accessible and in the right quantities so that they're not sold out, you know, and supply chain is a very complex business at the end of the day. But, you know, almost, you know, there will be very affluent areas that might not necessarily need those in the same quantities in those stores. So actually, what about redirecting allocation to the right areas? So there's it's always in plentiful supply. So I think that's, you know, a key one for me. And I think what we'll probably see is a real sort of drive with sustainability. So actually how sustainable is the product that you're buying? And we've all been guilty of probably buying, you know, produce from all over the world and and that will continue. But it's almost just think about how we're shopping, you know, what are the food miles involved? Because it will have a massive effect for the long term our children and grandchildren.

Matt Eastland [00:39:56] That of a mixed. Are you seeing this as well that you encouraging people to shop locally and do you think that that's supporting more local businesses?

Mitch Lane [00:40:06] Yeah, I think if you can and those businesses are local to you, then absolutely. I definitely encourage supporting local businesses. It just kind of depends where you live. It's all circumstantial, isn't it? Really? Like some people live miles and miles away from supermarket. So they do do that. They do support their local businesses. Some people haven't got access to that. So it's just totally circumstantial. Definitely encouraging. Yeah, definitely.

Matt Eastland [00:40:33] And Mitch, as part of our 100 and great sort of future food menu, which is coming out, we were wondering if you would be okay if we set you a bit of a challenge. So we were hoping that maybe you could do a video for us of like a really tasty, healthy and affordable meal, but which has got no meat in it that are so a bit more sustainable but make it under a fiver. Do you think you could do that for us?

Mitch Lane [00:40:59] Absolutely. There's there's endless amounts of things that are meat free, that a vegetarian, vegan, you name it, that we can do from the roof of a shop. Yeah, absolutely. No problem. It's all.

Matt Eastland [00:41:11] Amazing. Okay. Looking forward to that. So there you have it for our listeners. That's something you can tune into, which is Channel four on Tik Tok, hopefully soon. And folks, that's that's about it. You know, what a lovely way to finish. And we really hope that everybody today listening in has learnt some money saving tips that is going to keep everybody's families happy and healthy. So I just wanted to say thank you for your incredible input today to wrap up, where can listeners go to find out more information about what you do? Stacey, what about you?

Stacey Williams [00:41:43] Simply go to our website so WWE and Echo and you can contact. That's through the website. But it tells you everything about the app, how to download it. So that's the best place to to source it.

Matt Eastland [00:41:55] Amazing. And what about you?

Mitch Lane [00:41:58] Really simple. Really. I'm on tick tock as males by nature, just search males by image. All of my videos will come up. I'm on Instagram as well. I've searched males by niche. It will come up as well. And all of my tutorials on body food and all my videos are on both Instagram and the Tik Tok. So yeah, I just can't overlook Cairns. There's a bit of something for everybody. If you're vegetarian, there's vegetarian stuff. If you love your mate has plenty of meat products, you name it is healthy stuff. The non-health is soft, there's a ton of variety. So yeah, if you're looking to save some money on your iPhone, have a look.

Matt Eastland [00:42:34] Great. Thanks very much, Mitch. And that just leaves me to say a big thank you to Stacey and Mitch. And thank you, everybody, for listening in. This has been the Food Fight podcast as ever. If you'd like to find out more, head over to the EIT Food website EIT Food dot EU and please also join the conversation by the hashtag EIT Food fight on our Twitter channel at EIT Food. Thanks, everyone. See you next time.