

## Are You Doing Your FareShare?

A Redditch company, multi-temperature supply chain specialist Oakland International limited, is hoping to persuade more Midlands businesses to 'get involved' with national charity FareShare, which organises and coordinates the redistribution of quality surplus food products from the food industry to local organisations working with vulnerable people and the homeless within our communities.

Oakland's longstanding policy of community integration has seen the company's efforts acknowledged, winning the prestigious IGD (Institute of Food Distribution) Nestle Award for Social Commitment in 2004, the FDF (Food and Drink Federation) Small Business Award for Social Commitment in 2005 and the Chamber of Commerce Herefordshire and Worcestershire's Business of the Year Award 2006.

Speaking about the need to find low cost and safe routes for the disposal of surplus stock, Oakland's Managing Director, Dean Attwell, said: "FareShare is a win win situation. By providing FareShare with surplus and short coded food products, not only do food companies save money on disposal costs, but they also help support the community and the environment. By utilising and distributing surplus food stock in this way, food that would otherwise end up as landfill, instead has a positive impact."

Over the last year Oakland has been working to promote the charity to their customers via face-to-face talks, emails and distributing FareShare leaflets. Dean was also a key speaker at the charity's official FareShare Birmingham depot launch in January.

Said Dean: "Our customers who have signed up to FareShare, have confidence in the scheme as it provides both brand security and full

traceability, ensuring all donated food is logged and customers notified once goods are dispatched.”

Tony Lowe, Chief Executive of FareShare says: “We are delighted to be working with Oakland International and their support has proven very beneficial. The surplus food we receive from them is of very high quality and they are making a huge additional nutritional input by choosing to make their surplus product available in this way to hundreds of vulnerable people in and around Birmingham.”



Image details from L to R: Oakland's MD dean Attwell helping FareShare driver Carl Swoffer Load-up!

**Editors Note:**

Oakland's ethical credentials of working together with local charities and community groups began with the company's inception in 1998, establishing their formal support of FareShare in early 2006.

Other local charities supported by Oakland include; The Fireside Day Centre in Pershore Street Birmingham, manned by volunteers offering food, clothing, showering facilities, housing information and support to people who are homeless, unemployed or lonely in Birmingham's inner city. Contact (0121) 666 6866 or email: [info@fireside.org.uk](mailto:info@fireside.org.uk) and local to Oakland, a rehabilitation centre, Alvechurch's Bethel of Britain, a charity dedicated to restoring homeless and substance-dependent people back to living productive, independent lifestyles. Contact (01564) 822356 or website [www.bethel.org.uk](http://www.bethel.org.uk)

On average FareShare Birmingham undertakes two collections of 4 pallets per week from Oakland's premises, with additional collections as and when required. FareShare Birmingham officially launched on 31<sup>st</sup> January 2007 as a new project in partnership with Focus Futures. Over 1500 of the most vulnerable people within the community have been helped so far. FareShare Birmingham can be contacted on (0121) 446 6066 or email: [mick.lynock@btconnect.com](mailto:mick.lynock@btconnect.com)

For more information on FareShare, please visit: [www.fareshare.org.uk](http://www.fareshare.org.uk)

Oakland's Directors are confident media speakers, having excellent experience with the local/national media. For further information about the company, this initiative or any aspect of the company's work with local charities, please contact (01527) 596222, [www.oakland-international.com](http://www.oakland-international.com) email: [sales@oakland-international.com](mailto:sales@oakland-international.com)

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