



Love Food Hate Waste Canada

Making Every Bite Count

Our First Three Years – 2018 to 2021

zeroWASTE
NATIONAL ZERO WASTE COUNCIL
An Initiative of Metro Vancouver

**LOVE
FOOD**
hate waste

Helping Canadians make the most of the food they love.

Love Food Hate Waste (LFHW) Canada was launched nationwide in July 2018 by the National Zero Waste Council. Working closely with campaign partners, we take a collaborative, cross-sector approach, offering simple, actionable tips and strategies to help Canadians make their food go further and waste less.

Love Food Hate Waste was originally developed in the UK by the Waste and Resources Action Programme (WRAP), and was first introduced to Canada by Metro Vancouver as a regional campaign in 2016. It is now a globally recognized and proven behaviour-change campaign with a worldwide network of stakeholders working together to address food waste in the home.

Our Campaign Partners (2018-2021)

BC Ministry of Environment and
Climate Change Strategy

Capital Regional District

City of Vancouver

City of Victoria

City of Toronto

City of Winnipeg

Guelph-Wellington

Metro Vancouver

RECYC-QUÉBEC

Sobeys

Walmart Canada

About the National Zero Waste Council

The National Zero Waste Council, an initiative of Metro Vancouver, is leading Canada's transition to a circular economy by bringing together governments, businesses and NGOs to advance a waste prevention agenda that maximizes economic opportunities for the benefit of all Canadians. The Council has been advancing food loss and waste prevention since 2012, advocating for fiscal incentives, policy change, and the adoption of best practices. LFHW Canada is delivered by the National Zero Waste Council in collaboration with Campaign Partners.

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National Zero Waste Council

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Executive Summary

Canadians are wasting more food than they realize.

In fact, more than 60% of the food thrown away in Canadian homes could have been eaten. For the average household, this amounts to 140 kilograms of waste each year, at a cost of \$1,300. For Canada as a whole, it adds up to 2.3 million tonnes – \$21 billion worth of edible food waste annually. The environmental impact, too, is staggering: nationwide, our household food waste contributes 6.9 million tonnes of greenhouse gas emissions each year – the equivalent of more than 2 million cars.

Fortunately, it's an issue we can solve.

As Canada's leading resource to prevent household food waste, Love Food Hate Waste Canada takes a collaborative, cross-sector approach, offering simple, actionable tips and strategies to help Canadians make their food go further and waste less.

Our methods:

Messaging that is consistent, persuasive, and amplified through the actions of our partners.

Campaigns designed to inspire and empower Canadians to prevent food waste at home. Since 2018, these have included:

- Our July 2018 Did You Know? launch campaign, raising awareness and reaching millions of Canadians in 11 languages
- Our Spring 2019 Plan it. Use it. Eat it. campaign, including 10 cross-country TV and radio segments heard by 3.1 million people

- Our Summer 2020 We're Here to Help campaign, helping people make their groceries go further during the height of the COVID-19 pandemic and resulting in a 126% increase in our website traffic
- Our Fall 2020 Rediscover the Value of Food campaign, resulting in our expanding, cross-cultural online Tips Board for Canadians
- Our 2021 Five Ways With campaign, partnering with some of the country's leading micro-influencers to make 1.35 million new online connections

Tactics bring our strategies to life and connect LFHW Canada with our audience. In our first three years, these have included:

- Connecting through outreach and engagement
- Capturing interest through advertising
- Informing Canadians through content marketing
- Reaching new audiences through social media and ambassadors
- Building a following through our website
- Developing awareness through media and public relations

Now, as we move forward, we're committed to building on the momentum and success of these first three years.



Each day, Canadian households waste 6,000 tonnes of edible food including:

- 2,600,000 potatoes
- 1,300,000 apples
- 1,300,000 tomatoes
- 1,000,000 cups of milk
- 650,000 loaves of bread
- 640,000 bananas
- 130,000 heads of lettuce
- 470,000 eggs

Household Food Waste, by the Numbers

The National Zero Waste Council's 2017 Benchmark Study on Household Food Waste revealed some startling information: 63% of the food thrown away in Canadian homes could have been eaten. For the average household, this amounts to 140 kg of waste each year, at a cost of \$1,300. For Canada as a whole,

it adds up to 2.3 million tonnes – \$21 billion worth of edible food waste annually.¹

While all types of food are wasted, the most common by weight are vegetables, fruit and leftovers, followed by bread and baked goods.

Preventing food waste = reducing our carbon footprint

When we waste food, we also waste the resources used to grow, produce and distribute it. Getting food from farm to table and then disposing of it leaves a significant carbon footprint. By preventing Canada's 2.3 million tonnes of annual household food waste, we have the power to reduce our greenhouse gas emissions by 6.9 million tonnes per year – the equivalent of taking more than 2 million cars off the road.



63%

Amount of food that's thrown away that could have been eaten.

140 kg

Amount of edible food the average Canadian household wastes each year.

\$1,300

Amount the average household spends every year on food that's wasted.

6.9 million tonnes

Amount of greenhouse gas emissions Canada's household food waste produces each year.

¹ Our 2017 Benchmark Study on Household Food Waste was updated in February 2022 to account for current food costs, new census population data, and new approaches to estimating GHG emissions.

Our Strategy: Inspire & Empower

We want to inspire and empower citizens to make a change. We do this by creating awareness of the issue of household food waste, then providing Canadians with the motivation and information to make their food go further and waste less.

Using inspiring visuals, creative recipes and simple, actionable tips, we focus on three key behaviours:

- Buying just what you need
- Using what you buy
- Storing food properly so it stays fresh longer

Food waste happens because we buy too much, cook too much, or don't store our food correctly.

To combat this, we teach Canadians about:

- Making the most of fresh produce
- Freezing, drying and canning
- Preventing food waste during holidays and cultural celebrations
- Preparing school lunches
- Planning meals
- Storing food
- Using up leftovers



PLAN IT
OUT

USE IT
UP

KEEP IT
FRESH



For LFHW Canada, collaboration is key

Working Together to Prevent Food Waste in the Home

We participate in the international community.

LFHW is a globally recognized brand, active in numerous countries including New Zealand, Australia and the UK. Backed by a robust evidence base, it brings together **an international community of practice to share insights and knowledge** on how best to prevent food waste in the home.

We work closely with Canadian partners.

We know that it takes consistent messaging across multiple platforms to drive behaviour change. Our LFHW Canada partners use their reach, influence and an array of tactics to tailor and help amplify our common message. **Each of our partners plays a pivotal role** in the Love Food Hate Waste Canada campaign.

Because our partners are so integral to our success, we foster their involvement in every way we can. We offer one-on-one support to help each partner get maximum benefit from their participation. We also provide social media messaging and images, as well as access to regular knowledge-sharing forums and to the Love Food Hate Waste international network.

We join the larger conversation.

To ensure that we're part of the larger conversation on food waste, we partner with non-profits and other like-minded organizations to coordinate our efforts.

Already, we've spearheaded multi-partner campaigns for cross-Canada events like Earth Day and Waste Reduction Week, supported North America's Commission for Environmental Cooperation's Food Matters Action Kit for Youth, and joined the BC Agriculture Council's We Heart Local campaign.

We have also been featured internationally in the G7 Alliance for Resource Efficiency Technical Working Group's Best Practice Report prepared for the G7 Climate and Environment Ministers' Meeting in May 2021.



Campaign Moments

Our campaigns share a singular aim: to change people’s behaviour to prevent food waste at home. Yet while our message is consistent, our approach is multifaceted, using a variety of platforms and channels to reach Canadians from coast to coast to coast.

The key campaigns from our first three years have seen us collaborate with multiple partners, reach out through an array of activities and influencers, and use a range of media, both traditional and online.



<p>3.1 million</p> <p>Number of Canadians reached through our Plan it. Use it. Eat it. radio and TV appearances.</p>	<p>2.99 million</p> <p>Total digital impressions made through our We’re Here to Help campaign.</p>	<p>2.65 million</p> <p>Number of connections made through our Five Ways With micro-influencer campaign.</p>	<p>3.0 million</p> <p>Number of people reached through our Rediscover the Value of Food paid advertising campaign.</p>
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**WE THROW OUT 640,000 BANANAS
EVERY DAY IN CANADA.**



Summer 2018 **Did You Know?**

LFHW Canada launch campaign

Our Did You Know? campaign introduced Love Food Hate Waste to Canadians across the country, with simultaneous media events happening in Toronto, Vancouver and Montreal. By using shocking statistics – An average household throws away \$1,300 of edible food per year, for example – and key messages – like 63% of household food waste is avoidable – we set out to raise awareness of the issue and inspire and empower people to waste less.

By sharing our message on everything from bus shelters and garbage trucks to billboards and online videos, we reached millions of Canadians. Throughout the campaign, our goal remained constant: to get Canadians to make just one simple change.

Through our partners, we're able to speak to all Canadians.

The City of Toronto launched the Did You Know? campaign in 11 languages, with articles in 20 publications, spanning over 50,000 pages of content, reaching out to residents not only in English and French, but in everything from Russian to Tagalog.

Spring 2019

Plan it. Use it. Eat it.

Our Plan it. Use it. Eat it. campaign was a cross-country success – a multi-faceted effort with a coordinated roll-out that brought together various partners (including the City of Toronto and Metro Vancouver), a national ad buy and, of course, star power – all to kick-start a Canada-wide conversation on the small things we can do to prevent food waste.

Celebrity chef Bob Blumer embarked on a two-week tour, sharing the Love Food Hate Waste Canada

message at three live events, in a five-part video series, and in 10 TV and radio segments across the country. Along the way, he taught CTV's Marilyn Denis how to make a fridge-clearing free-tata, dazzled an audience of 2,000 with a chef-worthy lunch made entirely of food "scraps" at Toronto's St. Lawrence Market, and joined BC's Minister of Environment and Climate Change Strategy at the Riley Park farmers market to give tips on making every bit of that fresh produce count.





BRUISED BERRIES? We're here to help.

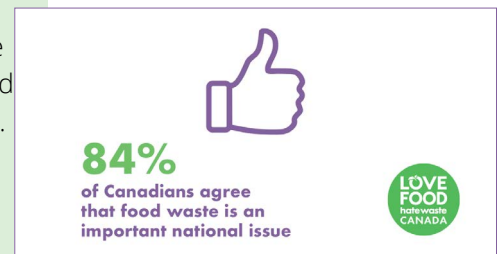
Summer 2020 We're Here to Help

As the COVID-19 pandemic took hold, Canadians cooked more meals at home and shopped less often, making our efforts to prevent household food waste all the more timely. To better understand what was happening at home, we commissioned a survey to ask Canadians how their habits had changed. This led to the creation of our We're Here to Help campaign, aimed at sharing tips and recipes that would help everyone stretch their groceries further, waste less, and make that extra time at home a little less stressful.

As part of the campaign, we developed a suite of digital assets and a paid advertising campaign that reached 1.2 million Canadians. We're Here to Help also provided a big boost to our online presence, bringing a 126% increase in website traffic – more than 88% of which came from new users.

Food Waste in Canadian Homes in 2020

In June 2020, the National Zero Waste Council conducted a survey to learn how Canadians' attitudes and behaviours related to food management had changed during the early restrictions related to the pandemic. The survey found that while people were buying more food overall, they believed they were also planning better and wasting less. In fact, 24% reported wasting less than before the pandemic. These findings presented an exceptional opportunity to build on positive behaviours to make preventing food waste part of the new normal.



Fall 2020

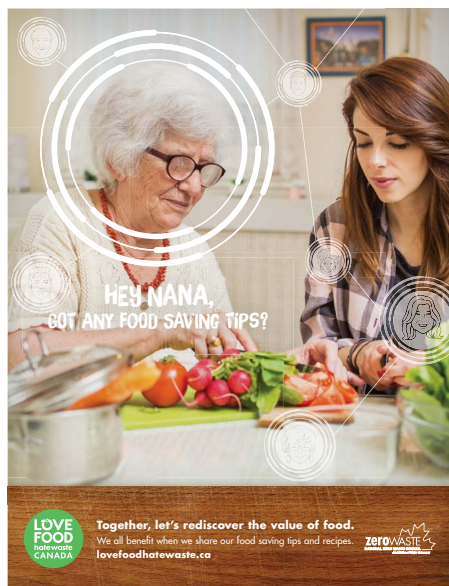
Rediscover the Value of Food

Throughout our 2019 media tour with Bob Blumer, we heard about the importance of food in bringing people together, and we were struck by the value Canadians place on sharing their family recipes and traditions.

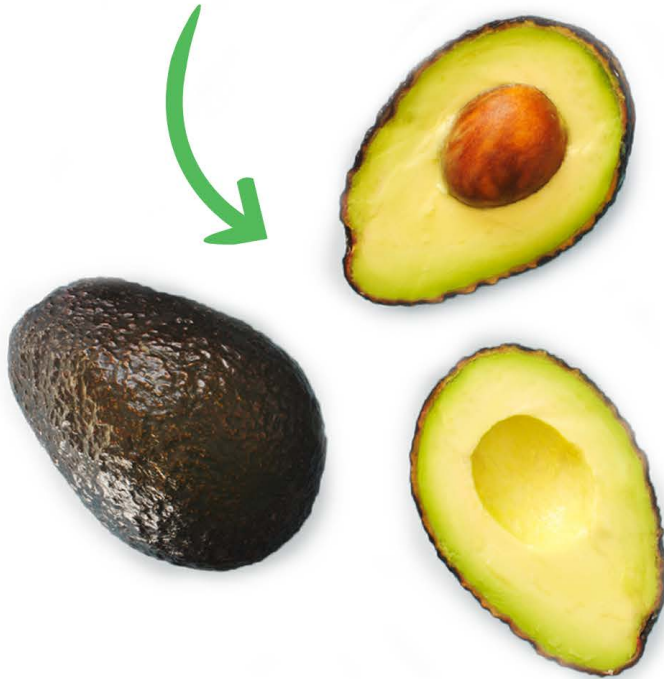
In response, we launched our Rediscover the Value of Food campaign, inviting people from across the country to reach out to friends, relatives and LFHW Canada to share food-saving secrets from their own families and traditions. The result? An expanding,

cross-cultural, online Tips Board for Canadians, plus a four-part video series highlighting some of our favourite tips and solutions.

Initially planned for the spring of 2020 (but delayed due to the emergence of COVID-19), Rediscover the Value of Food launched with an advertising campaign that reached nearly 3 million Canadians through national public service announcements and online banner ads and videos.



5 WAYS WITH



smoothies

salad dressing

toast

guacamole

freeze

Spring & Fall 2021 **Five Ways With**

Through our Five Ways With campaign, we shared simple, creative ways to use up leftovers and less-than-perfect foods – from bread crusts and cooked pasta to wilted herbs and broccoli stalks.

We partnered with eight micro-influencers – including dietitian/foodie Nita Sharda and baking enthusiast Sabrina Stavenjord – in a successful social media campaign that inspired lively conversation and brought

on 1,700 new online followers. Our news release gained coverage in 13 high-profile media outlets with a combined reach of almost 6 million readers. And our creative materials were shared widely.

Based on the success of our spring campaign, we followed up in the fall, sharing more Five-Ways-With wisdom on making the most of turkey bits, pumpkin pieces and other seasonal leftovers.

Campaign Tactics

We know that it takes consistent, long term messaging across multiple platforms to drive behaviour change. With this in mind, we focused our first three years on collaborating with businesses, governments and other stakeholders and developing robust alliances with 11 valued partners - each of which used their marketing influence and an array of actions and strategies to help amplify our common message.

RECYC-QUÉBEC and Ricardo Media's Partnership

J'AIME MANGER pas gaspiller CANADA

Savez-vous que 63% des aliments jetés par les Canadiens auraient pu être mangés? Incroyable, mais vrai! De la nourriture, en restes ou majoritairement des légumes, des fruits et des restes!

Aux yeux de RECYC-QUÉBEC, c'est beaucoup trop. C'est pourquoi nous vous proposons une frêle de conseils et d'idées qui vous aident à diminuer le gaspillage alimentaire au quotidien.

Pour des gestes simples pour réduire la quantité de nourriture gaspillée chaque jour, il n'est pas à l'école, au travail, au restaurant, surtout lorsque l'on souhaite que près de 2,2 milliards de tonnes d'aliments comestibles sont jetés chaque année au Canada.

Pour un ménage canadien, la nourriture achetée qui n'est pas mangée représente un coût moyen de 1 100 \$ par année. Une somme que vous pourriez utiliser autrement, n'est-ce pas?

S'INFORMER ET ADOPTER DE NOUVELLES HABITUDES

La campagne pancanadienne J'AIME MANGER PAS GASPILLER, avec RECYC-QUÉBEC au partenaire francophone, met l'accent sur des trucs et astuces faciles et des conseils simples qui vous aident à améliorer vos habitudes pour mieux identifier vos restes, consommer vos aliments en leur maximum. Autrement dit, consommez bien rester dans votre argent! RECYC-QUÉBEC, ambassadeur d'un Québec sans gaspillage, vous accompagne dans ce voyage responsable. Ensemble avec nous, c'est bon pour la planète et pour la portefeuille!

À la maison, au bureau ou au resto, contribuez vous aussi à le lutte au gaspillage alimentaire!

www.jaimemangerpasgaspiller.ca
 @recycquebec @recyc_quebec

QUELLE EST LA PROPORTION D'ALIMENTS DOMESTIQUES JETÉS?

63% des aliments domestiques jetés

Chaque ménage perd en moyenne **1100 \$** par année en raison du gaspillage alimentaire

Logos: Votre gouvernement, zéroDéchet, RECYC-QUÉBEC

J'AIME MANGER pas gaspiller CANADA

MOINS GASPILLER CETTE ANNÉE? VOILÀ UNE BONNE RESOLUTION!

Savez-vous qu'un tiers de la nourriture produite dans le monde est gaspillée? Ce n'est pas rien! Au Canada, nous jetons 2,2 milliards de tonnes d'aliments comestibles chaque année. En 47% du gaspillage alimentaire, en termes de valeur des aliments, survient à la maison. C'est beaucoup trop!

Cuisiner ses restes

Les restes des fêtes vous ont laissé une grande quantité de nourriture et de restes? Pour éviter de les jeter, identifiez ceux à manger en priorité, incorporez un aliment jeté au cuisine en trou dans une nouvelle recette, comme des légumes ou de la viande dans un pot-au-feu. Les restes de pain baquette font aussi de bons d'incrémentants pour le pain ou croissants. Savez-vous que 700 000 pains sont gaspillés chaque jour au Canada?

Le congélateur, un allié

Si l'inspiration ou le temps vous manquent, le congélateur peut être votre allié. Pour une congélation optimale, la température du congélateur devrait être 18°C (ou plus froid). Un bon truc: congeler les aliments en portions individuelles, dans un contenant ou emballage étanche à l'air. La sauteur et la texture seront ainsi mieux préservées. N'oubliez pas d'indiquer la date de congélation sur votre contenant afin de les manger à l'intérieur de trois mois.

Ensemble, réduisons notre gaspillage alimentaire, de saine manger, pas gaspiller!

Un ménage canadien moyen gaspille **710 \$** de nourriture par année

www.jaimemangerpasgaspiller.ca
 @recyc_quebec

Logos: Votre gouvernement, zéroDéchet, RECYC-QUÉBEC

Sponsored articles in the magazine

Connecting through Outreach and Engagement

Whether through displays in stores, stalls at farmers' markets, speakers at regional events, food samples, cooking demonstrations, or educational initiatives like workshops, conferences, toolkits and webinars, our partners are working diligently to get the Love Food Hate Waste Canada message out into the community.

Our partners also go above and beyond to engage their own employees. BC's Ministry of Environment and Climate Change Strategy, for example, provided

staff with food-saving tips through email, encouraged them to audit their food waste, and invited them to take part in regular "lunch and learn" events. Moreover, our provincial partners are valuable LFHW advocates to local governments: RECYC-QUÉBEC offered a toolkit and key resources to communities across the province, while BC's Ministry of Environment and Climate Change Strategy supported 28 local governments in promoting the campaign.



IN 2018, METRO VANCOUVER CONNECTED WITH THOUSANDS OF PARTICIPANTS AT THE ZERO WASTE CONFERENCE, GIVING AWAY 200 "RESCUED" APPLES TO SPREAD THE WORD ABOUT PREVENTABLE FOOD WASTE. THEY ALSO PARTNERED WITH THE CITY OF VANCOUVER AND BC'S MINISTRY OF ENVIRONMENT AND CLIMATE CHANGE STRATEGY FOR AN OUTREACH EVENT FEATURING MINISTER GEORGE HEYMAN AND CELEBRITY CHEF BOB BLUMER.

IN 2019, THE CITY OF TORONTO ENGAGED 40 LOCAL FOODIES IN WORKSHOPS ON PRESERVING FOOD. THAT SAME YEAR, METRO VANCOUVER SHARED THE LOVE FOOD HATE WASTE CANADA MESSAGE AT 13 COMMUNITY EVENTS AND FARMERS' MARKETS, SPEAKING DIRECTLY WITH MORE THAN 3,100 RESIDENTS.





Capturing Interest through Advertising

Working closely with our partners, the Love Food Hate Waste Canada message was shared on bus shelters, displayed on the sides of garbage trucks, printed on fridge-friendly brochures, and broadcasted in national television PSAs, online banners, magazine ads and advertorials – all in an effort to change behaviour far and wide.

We've run a national campaign in *Chatelaine Magazine*, attracted new website visitors thanks to RECYC-QUÉBEC's paid newspaper ads in *La Presse*, and – in partnership with RECYC-QUÉBEC and Ricardo Media – directly reached a **target audience of more than 1 million** cooking enthusiasts through print and online ads and editorial in the country's premier French-language magazine.



walmartcanada • Follow



Happy Earth Day! Walmart Canada is committed to achieving zero food waste by 2025 - here's a simple & delicious way to get more from your greens 🌱 Learn more about our sustainability initiatives at the link in our bio. #lovefoodhatewaste

Joyeux Jour de la Terre! Walmart Canada s'engage à réduire le gaspillage alimentaire à zéro d'ici 2025. Voici une façon simple et délicieuse de profiter pleinement de vos légumes verts 🌱 Apprenez-en davantage sur nos initiatives de durabilité en cliquant sur le lien dans notre bio #jaimemangerpasgaspiller

93w



328 likes

APRIL 22, 2020

Add a comment...

Post

Informing Canadians through Content Marketing

We're eager to create content that will pique Canadians' interest in preventing food waste. Together with our partners, we educate and inspire citizens through info-rich newsletters, blog posts, online articles and more.

Our Love Food Hate Waste Canada online newsletter – launched in September 2020 and available monthly in both English and French – attracted more than **2,000 subscribers in its first nine months** and boasts above-average click-through and open rates.

In addition, all of our partners have stepped up to amplify our voice by sharing LFHW Canada content through their own print and online channels. The City of Vancouver spreads our message to the **6,400 subscribers** of its Greenest City newsletter. We're also able to reach **a large audience through Walmart's TheHUB platform**, where our Food Waste Champion Christine Tizzard also offers tips on things like how to use kitchen scraps to re-grow produce. And through Sobey's Earth Day 2020 efforts, content from our website reached the online audiences of Thrifty Foods, Sobey's and IGA.

Reaching New Audiences with Social Media & Ambassadors

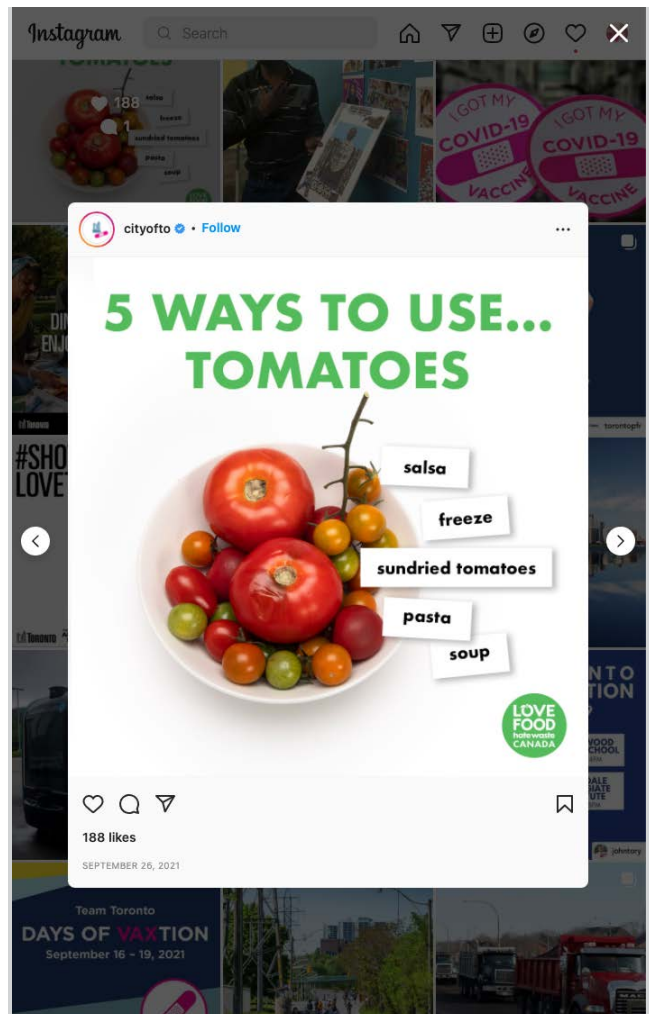
Through our Love Food Hate Waste Canada website, our social media feeds, and the boost in exposure we get through our partners and influencers, our online presence is substantial – and growing every day.

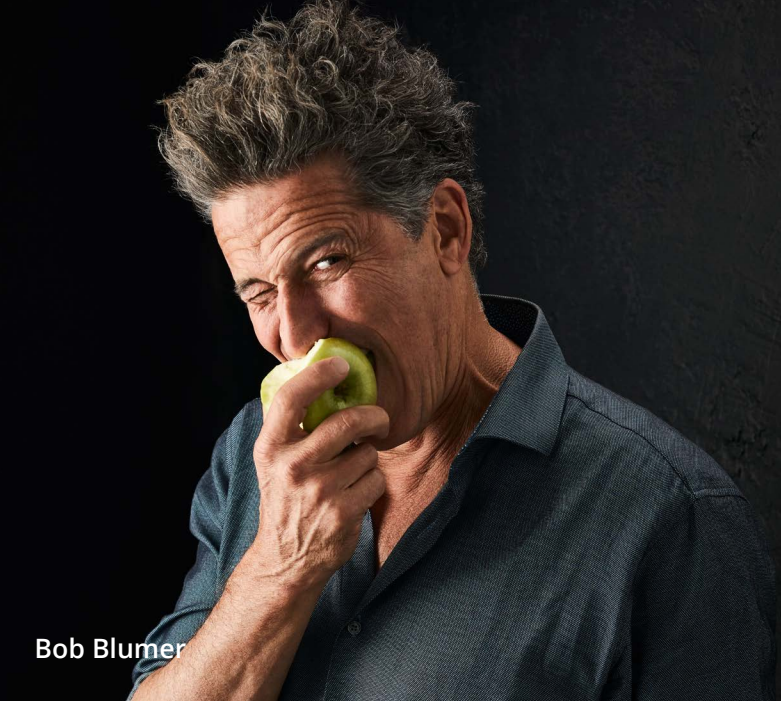
In our first three years, we began building a team of national ambassadors and micro-influencers that are true champions of the food waste movement. From popular online personalities like baking enthusiast Sabrina Stavenjord to household names like culinary expert Christine Tizzard, each brings an expertise, a trusted voice, an established audience and a passion for zero waste. And whether by providing recipes, offering tips, appearing in our videos, acting as media spokespeople or connecting us with their social media followings, **each boosts our reach** and spreads the Love Food Hate Waste Canada message across the country.

With their support, we've amassed over **10,000 Instagram followers** and nearly 17,000 Facebook followers so far – with a **32% increase in our social media following** over the past year alone.

Inspired by the micro-influencer successes of LFHW Canada partner, the City of Toronto, the national campaign worked with eight regional Food Waste Champions for our Five Ways With campaign. The result? Lively social media conversation and 1,700 new online followers.

25,000+
Number of Instagram, Facebook and Twitter followers in our first three years.





Bob Blumer



Nita Sharda



Christine Tizzard

Our Food Waste Champions

Bob Blumer – Celebrity chef; hero of LFHW's 2019 national media tour and supplier of delicious recipes and clever food tips

Jennifer Pallian (“Foodess”) – Mom of 3; expert on science-based cooking; contributor of inspired no-waste recipes

Christine Tizzard – Culinary expert; zero-waste chef; provider of approachable and fun recipes and tips

Hubert Comier – Doctor of nutrition; social media go-to for simple and healthy tips and recipes

Nita Sharda, @nita_sharda – Dietitian/foodie

Sabrina Stavenjord, @sabinastavenjord – Baking enthusiast

Solmaz Khosrowshahian, @curiouscreature – Food & travel blogger

Levi Hildebrand, @levi_hildebrand – Sustainability-focused video creator

James Smith, @jamesrcs – Social marketing specialist

Tranda Jack, @tranda.jack – Holistic living expert

Vicky Fortin, @vickyfortin – Maman-preneur

Natalie Bell, @pegcitylovely – Lifestyle blogger

Lindsey Pleskot, @lindsaypleskot – Registered dietitian

Alicia Faithoc, @aliciafaithoc – Lifestyle influencer



PUMPKIN SAVING RECIPES

[Find out more >](#)

Building a Trusted Resource: lovefoodhatewaste.ca

We're committed to making our website a leading resource that Canadians turn to regularly. To that end, we're focused on providing accessible, easy-to-follow, expert-verified content that can help us all make a difference in preventing food waste.

We're continually adding to our robust and growing recipe files, with new, expert-tested, seasonal ideas for meals that help Canadians make the most of their food. And we're continually expanding our highly popular A to Z food storage guide with innovative food-saving tips to help ensure that nothing goes to waste.

23,800+

Number of visitors to
lovefoodhatewaste.ca
each month.

Developing Awareness through Media & Public Relations

Public awareness of the Love Food Hate Waste Canada message is growing, thanks in part to the widespread media attention we have attracted.

In 2021 alone, we received coverage in major media (like the Vancouver Sun, Toronto Star, Montreal's La Presse, National Post, CBC and ICI Radio-Canada Première and Global), in local newspapers including Quebec City's Le Soleil, the Campbell River Mirror, in iconic magazines such as Harrowsmith, on nationwide sites like the National Observer, and in industry publications including Waste and Recycling Magazine.

Our 2020 survey (which showed that 94% of Canadians are motivated to reduce their household food waste) was picked up by the **Postmedia Network** and appeared in publications including the Toronto Sun, Edmonton Sun and Winnipeg Sun, spreading the Love Food Hate Waste Canada message to **an audience of more than 3.7 million.**





Looking Forward

What will our next few years bring?

More involvement, stronger partnerships, and amplified messaging

We're proud of our success so far, and eager to build on the momentum we've built over these first three years.

As we move forward, we're committed to boosting our role in the local, national and global food-waste communities. We'll lead the Canadian effort in the annual global event, Food Waste Action Week, for example, and intensify our engagement with other international partners.

We're focused, too, on amplifying our message. Through an increased number of partnerships and enhanced collaborations, we'll have more people talking about the issue of household food waste. By communicating broadly, we'll work to ensure that all Canadians feel equipped, empowered and informed to make the changes – both big and small – that will make a meaningful difference.

Get Involved

We believe collaboration is critical to drive real change and we want to work with others that share our commitment to addressing food waste so that we can have greater impact together.

Help us connect and engage with Canadians across the country by sharing our resources and key messages widely. And if you are a government, business or non-profit organization interested in running your own local LFHW campaign, or collaborating with us nationally, please reach out directly. There are many ways to engage in LFHW Canada and we would love to hear from you.

Everyone – from local governments and businesses to community groups and individual citizens – has an important role to play. Let's work together to make food waste avoidance a social norm from coast-to-coast-to-coast!

Email us at info@lovefoodhatewaste.ca

Visit our website and follow us on social media:

lovefoodhatewaste.ca



@LoveFoodHateWaste



@LFHW_CA



@LFHW_CA

Acknowledgements

LFHW Canada is made possible through the contributions of our Campaign Partners who work directly with us to extend our reach and impact. We would also like to extend a special thanks to RECYC-QUÉBEC for helping with the French adaption and delivery of LFHW Canada, and to the Metro Vancouver design and multi-media team for bringing LFHW Canada to life year after year.



lovefoodhatewaste.ca