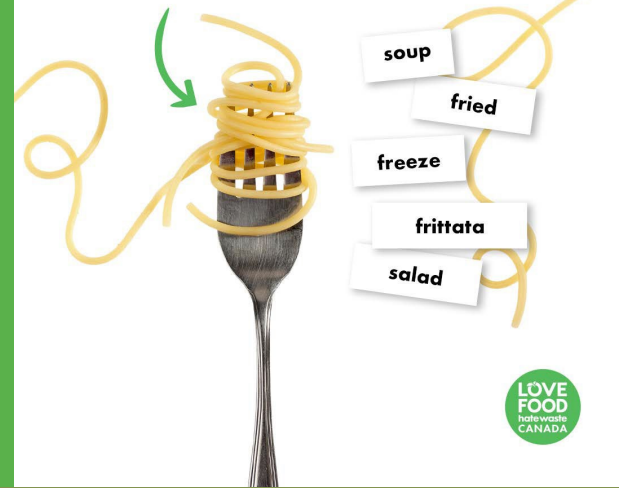


Case Study: Love Food Hate Waste Canada

5 WAYS WITH



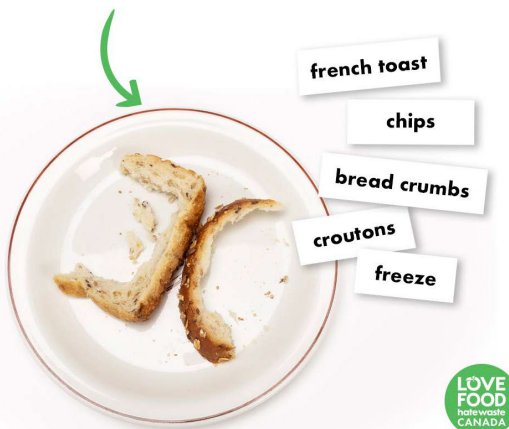
BACKGROUND

Love Food Hate Waste (LFHW) Canada was launched in July 2018 by the National Zero Waste Council.

Supported by many partners including Walmart Canada, the City of Vancouver, and the Recycling Council of Alberta, LFHW Canada takes a collaborative approach; offering simple tips and strategies to help Canadians make their food go further and waste less.

The campaign strategy is to inspire and empower households and it employs the following tactics to engage citizens: connecting through outreach and engagement, capturing interest through advertising, educating and inspiring through info-rich newsletters, blog posts and online articles, reaching new audiences with social media and ambassadors and providing a dedicated website with a wealth of information.

5 WAYS WITH



SPOTLIGHT ON...

LFHW Canada launched their **"5 Ways With"** campaign in Spring 2021; sharing simple, creative ways to use up leftovers and less than perfect foods; from bread crusts and cooked pasta to wilted herbs and broccoli stalks.

They partnered with 8 micro-influencers including dietitian and foodie Nita Sharda and baking enthusiast Sabrina Stavenjord in a successful social media campaign that inspired lively conversation and produced over 1700 new followers. The campaign news release gained coverage in 13 high-profile media outlets with a combined reach of 6 million readers.

To find out more about
LFHW Canada visit

www.lovefoodhatewaste.ca

Based on the success of the spring campaign, LFHW Canada followed up in the autumn, sharing more "5 Ways With" wisdom on making the most of turkey bits, pumpkin pieces, and other seasonal leftovers.

KEY INSIGHTS

- On average, each Canadian Household wastes 140 kg of food every year.
- 63% of the food that Canadians throw away or compost could have been eaten.
- The average Canadian household spends \$1,300 per year on food that then gets wasted.
- The main reasons for households wasting food are because they buy too much, cook too much, or don't store the food correctly.