



[about](#)

[menus](#)

[storage](#)

[kitchen](#)



**PASTA
LOVERS**
hate waste

Love Food – Hate Waste

Household food waste reduction campaign

June 17, 2015

Food as a cherished resource

- Three-year campaign to reduce *avoidable* household food and liquid waste by 10 per cent
- Launched May 7, 2015
- Complements Organics Disposal Ban and liquid waste source reduction
- Supports Metro Vancouver's goal to reduce per capita waste generation by 10 per cent by 2020

LOVE
FOOD
hate waste .CA



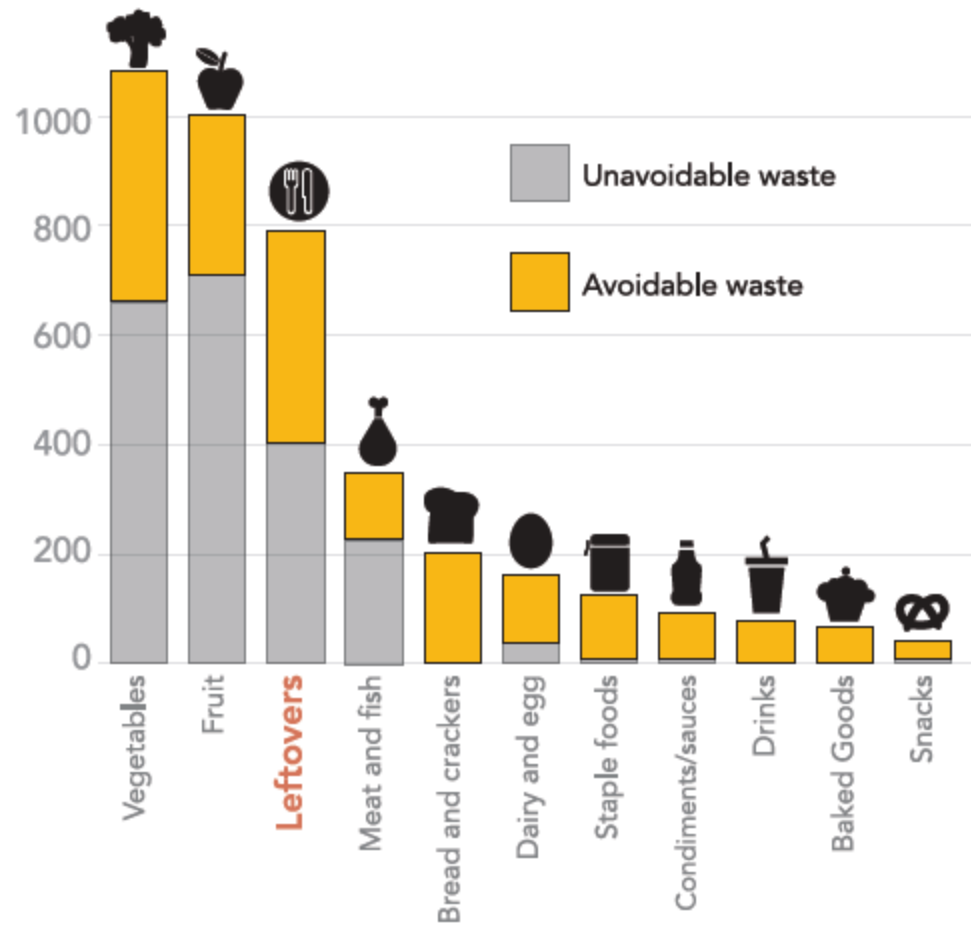
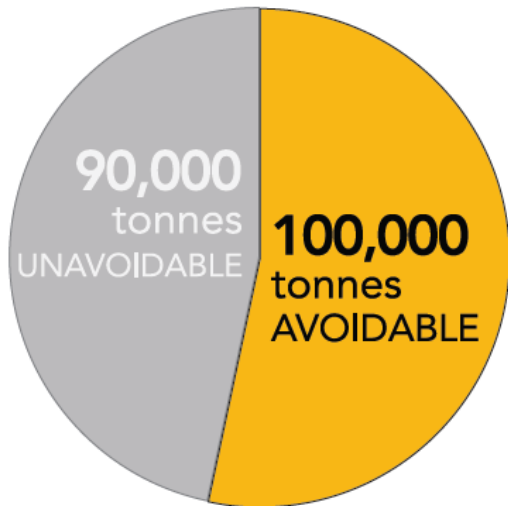
metrovancouver

Baseline research

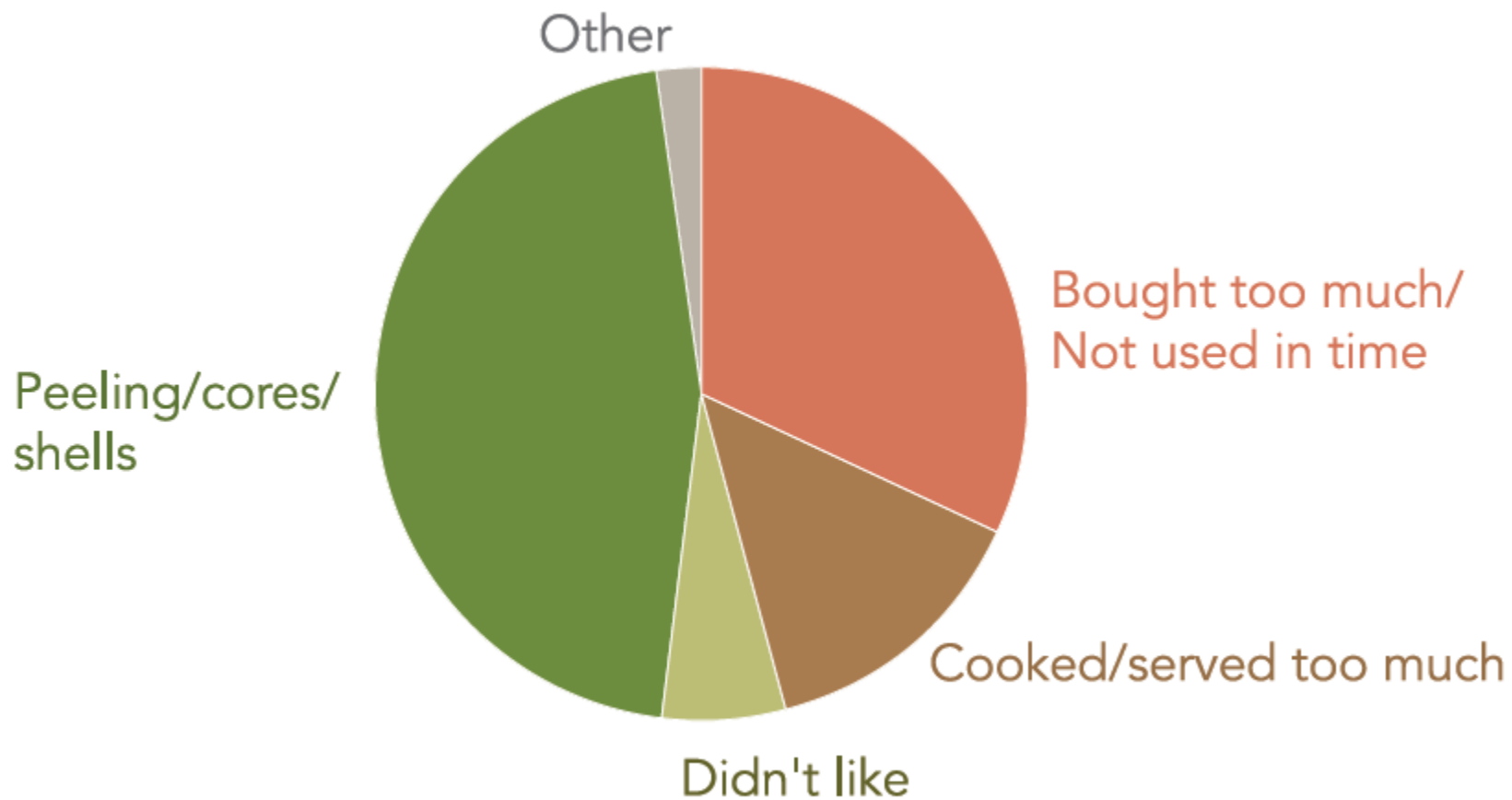
- 500 household kitchen diaries
(Nov 2014)
- 80 food scrap bin tips
(Nov 2014)



Kitchen diary findings



Kitchen diary findings



Campaign strategy/elements

Help people feel they have the capacity to reduce household food waste

Do just one thing differently

Encourage people to share their tips for using the food they buy

The screenshot shows the homepage of the 'LOVE FOOD hate waste' website. At the top, there are social media icons for YouTube, Instagram, and Facebook. The main navigation bar includes 'your ideas', 'menus & recipes', 'storage', and 'about us'. Below this is a hero section featuring a young man with curly hair and the text 'BROCCOLI LOVERS hate waste'. A search bar is positioned below the hero image. The main content area is divided into two columns. The left column contains a text block about food waste statistics and a call to action to share ideas. The right column features a video player with a play button and a volume icon. Below the text and video are three colored boxes: a green box for 'TIPS' (with an information icon), a yellow box for 'FEATURED RECIPE' (with a fork and knife icon), and a red box for 'FRIDGE FACTS' (with a question mark icon). At the bottom, there is a large banner with a wooden background and the text 'We throw away over 70,000 glasses of milk a day'. The footer contains 'CONNECT WITH US' (with email, Twitter, and Facebook icons), 'SITE MAP' (with links to 'Your ideas', 'Menus & recipes', 'Storage', and 'About Us'), and 'COPYRIGHT' (with 'Metro Vancouver 2015' and 'Copyright Notice & Disclaimer' links).

Keeping it fresh

- Storage tips
- Menu sets
- Portions
- Product labeling
- New theme every two months
- Solicit Blog postings from topic experts



Retail Partners

Canada Safeway has agreed to support our campaign with:

- In-store announcements
- Regular postings on their social media challenges
- Space in their busiest stores for direct engagement with shoppers



Promoting the campaign

- @LFHW_ca
- #nofoodwasted
- Feeding the 5000 community and other third-party advocates
- Food Blogs
- Breakfast and mid-day television and talk radio
- Editorial content for community papers and food sections



Demonstrating success

- Helping Metro Vancouver achieve aspirational goal of a 10 per cent per capita reduction in waste generation by 2020
- Baseline research replicated in 2018 to confirm reductions in residential avoidable food waste
- Report on our results

