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| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | MEDIA RELEASE May 21, 2019  Love Food Hate Waste Canada and Famed Canadian Chef Bob Blumer Team Up to Reduce Food Waste  Love Food Hate Waste Canada is excited to announce the kick off of their cross-country campaign to reduce food waste. More than 60 percent of the food Canadians throw away could have been eaten, costing the average household more than $1,100 per year. This could change if Canadians would “Plan It. Use It. Eat It.”  Once known as a *Glutton for Punishment* renowned celebrity Chef Bob Blumer is asking Canadians to rethink their relationship with food and food waste. “You might feel good about tossing your food in the green bin,” says Blumer. “But every day we are throwing out a shocking amount of edible and delicious food. I’m working with Love Food Hate Waste Canada to show Canadians how to make the most of the food they love and prevent food waste.”.  Blumer will be embarking on a Canadian tour this month holding live events in participating communities and through a series of videos will come into kitchens across Canada. The most commonly wasted foods includes greens, potatoes, eggs, and bread and Bob will demonstrate easy recipes for using foods that normally are thrown out and hints for making the most of the food that is purchased.  “Love Food Hate Waste Canada is kick-starting a Canada-wide conversation about how we can all work together to address food waste. Consumers throw out almost 2.2 million tonnes of edible food each year in Canada – at a cost of $17 billion, said Malcolm Brodie, Chair of the [National Zero Waste Council](http://www.nzwc.ca/Pages/default.aspx). “This leaves significant room for improvement and Bob Blumer's passion for changing habits that produce food waste is infectious and speaks to the mindset shift we all need to make. If we **all** made one small change to prevent food waste in our homes each week, we would have a great impact on the planet.”  Love Food Hate Waste Canada is delivered by the National Zero Waste Council in collaboration with nine founding campaign partners, including the cities of Toronto, Vancouver and Victoria, the Capital Regional District, Metro Vancouver, the BC Ministry of Environment and Climate Change Strategy, RECYC-QUÉBEC and two major Canadian food retailers, Walmart Canada and Sobeys Inc. Recipes, videos and tips can be found online at the Love Food Hate Waste Canada social media channels and at lovefoodhatewaste.ca  **Media Contacts:**  **Love Food Hate Waste Canada:** Andrea Bava, 778.908.1764, [andrea.bava@metrovancouver.org](mailto:andrea.bava@metrovancouver.org) **National Zero Waste Council:** Don Bradley, 604.788.2821, [don.bradley@metrovancouver.org](mailto:don.bradley@metrovancouver.org) **City of Toronto:** Ashalea Stone, 416.392.8306, [ashalea.stone@toronto.ca](mailto:ashalea.stone@toronto.ca) **RECYC-QUEBEC:** Brigitte Geoffroy**,** 514.351.7838, [medias@recyc-quebec.gouv.qc.ca](mailto:medias@recyc-quebec.gouv.qc.ca)  Campaign materials are available at [LoveFoodHateWaste.ca](http://LoveFoodHateWaste.ca), [Facebook](https://www.facebook.com/LoveFoodHateWaste/), [Instagram](https://www.instagram.com/lfhw_ca/), and [Twitter](https://twitter.com/lfhw_ca) and B-roll is available for download [here](https://we.tl/QQUdVgRIWq). | | | |