



“Love Food Hate Waste” Message is Reaching Millions of Canadians

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[Love Food Hate Waste](#) (LFHW) Canada has reached millions of Canadians with its empowering food waste prevention messages.

Released today, the new report, [Making Every Bite Count](#), provides a snapshot of the successes and activities of campaign partners from across Canada during LFHW Canada’s first three years.

“Canadians want to make the most of the food they buy, and Love Food Hate Waste Canada is here to help,” said Jack Froese, Chair of the National Zero Waste Council. “We are excited to build on the momentum of our first three years, and the power of collaboration, to inspire positive behaviour change and help more people prevent food waste at home.”

Launched nationwide in 2018 by the National Zero Waste Council in collaboration with local governments, provincial partners, and major retailers, LFHW Canada delivers simple, actionable tips and strategies to change people’s behaviour to prevent food waste at home.

Household food waste is a major issue in Canada — about 63 per cent is avoidable, meaning it could have been eaten. For the average household, this amounts to \$1,300 worth of wasted food, or 140 kilograms, annually. For Canada as a whole, it adds up to 2.3 million tonnes or \$21 billion worth of edible food waste every year.

The estimated environmental impact of household food waste is staggering, contributing 6.9 million tonnes of greenhouse gas emissions each year — the equivalent of taking more than 2 million cars off the road in Canada.

Research conducted in a 2020 survey found that 94-percent of Canadians were motivated to reduce their household food waste and that 84-percent believed that everyone has a responsibility to prevent food waste.

Based on research into why people waste food in the first place, LFHW Canada delivers campaigns designed to inspire and empower people to prevent food waste through three key behaviours:

- **Plan it out:** buy just what you need
- **Use it up:** use what you buy
- **Keep it fresh:** store food properly so it stays fresh longer

The campaign uses a variety of platforms and channels to reach Canadians from coast to coast to coast, including traditional and online advertising, social media influencers, media engagement, and in-person events.

About Love Food Hate Waste Canada

Love Food Hate Waste Canada was launched nationwide in 2018 by the National Zero Waste Council in partnership with metropolitan governments, provincial organizations, and major retailers. The new report, *Making Every Bite Count*, provides a snapshot of the successes and level of activity from the initiative's first three years in Canada. First introduced in the United Kingdom, Love Food Hate Waste is also active in New Zealand, Australia as well as 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, 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 leading on food loss and waste prevention since 2012, advocating for policy change and the adoption of best practices across the supply chain and in homes. Its seminal report, *A Food Loss and Waste Strategy for Canada*, prioritizes actions for governments, businesses, and community organizations.

Media Contacts

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Website and Resources

Love Food Hate Waste Canada

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Social Media: [Twitter](#), [Facebook](#), [Instagram](#)

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