



Love Food Hate Waste Canada

Best Before Dates Campaign – Amplification Kit

Campaign Title: Spend More Time Together

Campaign Dates: September 29, 2025 - October 26, 2025

Target Audience: Households, families, sustainability-minded individuals, food lovers, young adults

Goal: Debunk the myth that food is bad once it reaches its best before date, so that Canadians can reduce their food waste and save money.

Campaign Overview

In Canada, **23% of avoidable food waste** is reportedly caused by the misunderstanding of “Best Before” dates ([Love Food Hate Waste Canada](#)). While many people believe that these dates indicate when food is safe to eat, the truth is, they refer to when food is at its **peak quality and freshness**. As a result, perfectly good food is needlessly being thrown away. This campaign empowers Canadians to better understand date labels, gain the confidence to trust their senses, and know how to store food properly to make it last longer, so they can spend more time with their food (and save money in the process!).

As part of the campaign, Love Food Hate Waste has teamed up with food waste experts to present a free webinar series to give people the tools and knowledge to make the most of their food—and waste less of it. We are also running a 4-week *Make the Most of Your Food* challenge, to help people learn how to outsmart date labels, save money, and reduce food waste at home for the chance to win \$500 towards groceries. We have also created a free toolkit for educators to bring these lessons to the classroom, so they can empower young people with the information they need to save food and money.

If you feel your residents, colleagues or community would be interested in learning ways to spend more time with their food, please share the information below. Sample social media posts are included for you to use at your discretion.

Key Messages

1. **Best before dates are a guide, not a goodbye:** These dates indicate when unopened food is at its *best quality*, not when it becomes unsafe.
 2. **Food can be safe to eat past the best before date:** Food will be at its peak freshness, taste and nutritional value before the best before date, however most foods are safe well beyond their best before dates, as long as they are stored properly. Use your senses, ensure food has been stored properly and the quality of the packaging is intact when assessing whether your food is good to eat.
 3. **Store food smartly:** Keep perishables at 4 °C or colder, and freeze foods before their Best Before date to extend shelf life.
 4. **Understand expiry dates:** Only specific products like baby formula or meal replacements have true **Expiry Dates** that relate to safety. There are only 5 foods in Canada which meet this threshold. All other foods you can assess whether they are still good to eat yourself.
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Sample Social Media Post (General Awareness)

[Link to image](#)



Post Copy:

Did you know that **23% of avoidable food waste in Canada*** comes from misunderstanding Best Before dates?

“Best Before” is about *quality*, not *safety*. It is a guide, not a goodbye!

Only those foods with expiry dates (*there are only 5 of them in Canada!*) should not be consumed after the date.

Trust your senses! Has the food been stored correctly? Is the packaging intact? Look, smell, or taste it before tossing it out.

Hot Tip: Did you know? Shelf-stable foods like canned goods, pasta, flour, oats, rice, crackers, cereal, cookies, chips, and granola bars, are generally safe to consume 1 year past their best before dates if stored correctly!

**Research sourced from @secondharvest*

#SpendMoreTimeTogether#BestBefore #StillGoodAfter #FoodWasteAwareness
#LoveFoodHateWaste@LoveFoodHateWasteCA

Make the Most of Your Food Challenge

Overview

A 4-week challenge to help households reduce food waste by understanding date labels, and learning easy tips to store and use up all your food.

Challenge highlights:

- Choose your experience: Get tips in English or French, delivered the way you want.
- Practical tips: Small, actionable steps to waste less and save more.
- Discover your habits: Learn how you really use date labels.
- Fun and engaging: Short videos, useful resources and quizzes.
- Win prizes: \$500 grocery gift cards and Fridge Friend units up for grabs.
- Make a difference: Help us understand household food-wasting behaviours in Canada.

Sample Social Media Post (*Make the Most of Your Food Challenge* Promo)

[Link to image](#)



Post Copy:

Are you ready to **Make the Most of Your Food**? Our friends at @Love Food Hate Waste are running a fun 4 week challenge to have you waste less and save more.

Join the free 4-week challenge to:

- Outsmart Best Before dates
- Learn easy food-saving hacks
- Waste less and save more

Sign up [here](#) for your chance to win \$500 in grocery gift cards

#MakeTheMostofYourFood #FoodChallenge #LoveFoodHateWaste
#SpendMoreTimeTogether@lovefoodhatewasteca

Sample Blog Post

We have created a [sample blog post](#) which can be adapted for an e-blast or newsletter copy if needed.

Webinar Series

Overview:

We are offering 5 different webinars during the campaign period. All will be available in both English and French. Registration is unique to each webinar.

Schedule:

- October 2, 2025
 - **Busting date labelling myths** by Second Harvest
- October 8, 2025
 - **Plan it. Keep it. Use it. Smart tricks to stop wasting food (and money)** by Getty Stewart
- October 21, 2025
 - **Understanding date labels to reduce food waste** by RECYC-QUÉBEC
 - **Eat or Toss? The science behind common food blemishes and what to do about them** by Rachael Jackson
- October 23, 2025

- **How looking, smelling and tasting can impact the planet and your wallet** by Too Good To Go

Sample Social Post (Webinar Promo)

[Link to image](#)



Post Copy:

Confused about food date labels? You're not alone.

Join any of our free 5-part **Webinar Series** to learn how to:

- Look, smell and taste - decode Best Before dates
- Learn smart tricks to stop wasting food and money
- Learn the science behind common food blemishes

Register [here](#)

#FoodWasteWebinar #BestBefore #lovefoodhatewaste #SpendMoreTimeTogether
@lovefoodhatewasteca

Campaign Resources

Resource	Link
Campaign landing page	https://lovefoodhatewaste.ca/spend-more-time-with-your-food/
<i>Make The Most of Your Food Challenge</i> registration page	https://lovefoodhatewaste.ca/spend-more-time-with-your-food/join-our-make-the-most-of-your-food-challenge/
Webinar series registration page	https://lovefoodhatewaste.ca/spend-more-time-with-your-food/campaign-webinar-series/
Learn More: Love Food Hate Waste Homepage	https://lovefoodhatewaste.ca/
Learn More: Love Food Hate Waste Best Before Dates	https://lovefoodhatewaste.ca/use-it-up/best-before-dates

Contact

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