

LOVE
FOOD
hatewaste

J'AIME
MANGER
pas gaspiller

Spend more time with your food

What do best before dates *really* mean?

Learn more. Waste less. Save money.

FoodMesh 
Give food a second chance

Certified

Corporation



Every year, millions of Canadians throw out perfectly good food - just because it's passed its best before date.

But here's the truth:
Best before doesn't mean bad after.



**SPEND
MORE TIME
TOGETHER**

**Best before dates are a guide,
not a goodbye**

TAKE ACTION

1

Join our challenge

Got what it takes to rescue food before it hits the trash? Join our 4-week challenge for the chance to win \$500 for meals!

2

Attend a free
webinar

Hear directly from the experts on what date labels really mean, how to assess your food, and strategies for using up food that is nearing the end of its life.

3

Spread the word

Find out the different ways you can support this campaign and help us share the truth about best before dates with your communities.

4

Find a food-saving
strategy

From how best to store your food to how to use up every last scrap, browse our strategies to help you spend more time with your food.





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Ready to grow your
food waste-fighting
skills?

Join our **4-week**
Make the Most of Your
Food challenge starting
October 18 and learn
how to outsmart date
labels, save money,
and reduce food waste
at home.

Make the Most of Your Food Challenge

Here's how it works:

- Each week, you'll receive **one simple strategy** straight to your inbox or cell phone - plus helpful tips, info, and small actions to try during the week.
- You'll also complete a quick survey **before and after** the challenge.
- The whole experience is **low time commitment, high impact**. You'll come away with practical habits that stretch your groceries further and save you money.

Spend more time with your food, save money, and join a growing movement to reduce waste - one best before date at a time.



We've teamed up with food waste experts to bring you a **free webinar series** designed to give you the tools and knowledge to make the most of your food - and waste less of it.



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Busting Date Labelling Myths

Date & Time: Thursday October 2, 12:00 – 12:45 pm Pacific / 3:00 – 3:45 pm Eastern

Led by: Second Harvest

Language: English (with French subtitles)

About: \$59 billion worth of avoidable food waste occurs in Canada each year, at a time when people are accessing charitable food programs in record numbers. Learn about the key findings of Second Harvest's recently released research report, *The Avoidable Crisis of Food Waste: Update*, and explore what Second Harvest is doing to address it. Specifically, best before dates are a major driver for food waste. In this session, you will dive into the world of food date labelling practices in Canada and dispel food date labelling myths.

By the end of the session, participants will be able to:

- Identify differences between date label terms
- Identify when a food is safe to eat or not
- Apply practices to reduce household food waste

Webinar Registration:



Plan it. Keep it. Use it. Smart Tricks to Stop Wasting Food (and Money)

Date & Time: Wednesday October 8, 5:00 – 6:00 pm Pacific / 8:00 – 9:00 pm Eastern

Led by: Getty Stewart, Professional Home Economist

Language: English (with French subtitles)

About: In this fun, lively session, professional home economist Getty Stewart shares real-life tips to help you say goodbye to the guilt of tossing food. Here's what you'll learn:

- **Meal-planning magic** – why just 5 minutes of planning can save you from food waste
- **Storage secrets** – what actually works to keep food fresh for longer
- **The real scoop on best before dates** – when to trust them, when to ignore them, and how to use your senses to tell if food is truly still good
- **“Use it up” hacks** – fun, easy ways to turn tired produce into something delicious

This isn't a lecture – it's a confidence booster packed with real-life examples and practical kitchen tips you'll use every single day.

By the end of the session, participants will be able to:

- Understand how meal planning can help reduce household food waste
- Apply storage tips that extend the life of common fresh foods
- Use their senses to confidently assess food safety
- Practice ways to use up food nearing the end of its life

Webinar Registration:



Understanding Date Labels to Reduce Food Waste

Date & Time: Tuesday October 21, 9:00 – 10:00 am Pacific / 12:00 – 1:00 pm Eastern

Led by: RECYC-QUÉBEC

Language: French (with English subtitles)

About: As part of Québec Waste Reduction Week (October 20–26), RECYC-QUÉBEC invites you to a special webinar focused on how to reduce food waste—starting with a better understanding of date labels.

This practical session will first give an overview on the extent of food loss and waste in Quebec. It will then explore why food is often wasted unnecessarily and how confusion around best before dates contributes to the problem. Learn how to distinguish between different date label terms and discover simple ways to keep food out of the bin and put to better use.

This session is designed to help individuals and households take meaningful action to reduce food waste, save money, and contribute to a more sustainable food system.

Webinar Registration:



Eat or Toss? The Science Behind Common Food Blemishes and What to do About Them

Date & Time: Tuesday October 21, 4:00 – 5:00 pm Pacific / 7:00 – 8:00 pm Eastern

Led by: Rachael Jackson, founder and author of *Eat or Toss?*

Language: English (with French subtitles)

About: Is that spot on your apple or fuzz on your cheese a reason to toss it—or is it still safe to eat? In this interactive session, Rachael Jackson, creator of the *Eat or Toss?* website, will give you a guided tour of the *Eat or Toss?* platform—an easy-to-use resource designed to help you waste less food by understanding what physical changes in your foods really mean so you can make informed decisions about what stays and what goes.

Webinar Registration:



By the end of the session, participants will be able to:

- Gain more understanding of why certain foods might look “off”
- Gain science-informed guidance on assessing whether food is safe to eat
- Explore the *Eat or Toss?* website as a go-to tool for food waste prevention
- Feel more confident in making food safety decisions at home



How Looking, Smelling, and Tasting Can Impact the Planet and Your Wallet

Date & Time: Thursday October 23, 11:00 am – 12:00 pm Pacific / 2:00 – 3:00 pm Eastern

Led by: Too Good To Go with the Agri-Foods Analytics Lab from Dalhousie University

Language: English (with French subtitles)

About: Confusion around best before dates leads to significant food waste in Canada. This informative webinar explores the *Look, Smell, Taste* initiative by Too Good To Go, which encourages Canadians to trust their senses rather than rely solely on date labels.

Participants will gain a clear understanding of best before dates in Canada and how this initiative is helping reduce waste. The session features insights from partner manufacturers who have adopted the approach, as well as newly-released research findings on the broader impact date label-related waste is having on our wallets.

By the end of the session, participants will be able to:

- Understand the role and meaning of best before dates in Canada
- Explore how the Look, Smell, Taste initiative supports food waste reduction
- Hear firsthand experiences from industry partners applying these principles
- Learn key research insights on date labels and their impact

Webinar Registration:

