LOVE FOOD hatewaste | J'AIME MANGER pas gaspiller

FoodMesh
Give food a second chance

Best Before Date Awareness Campaign

Educator Toolkit

The myth around best before dates is costing us—both **financially and environmentally**.

In Canada, **23% of avoidable food waste** is linked to the **misuse and misunderstanding of date labels**. That's food that was still perfectly good—thrown out too soon. And that waste adds up.

The average Canadian household loses **$1,300 a year** on food that didn't need to be tossed. Can we really afford to throw away good food?

It's not just hitting our wallets. **Food waste is a major driver of climate change**—contributing nearly five times more greenhouse gas emissions than the aviation industry. So when we reduce food waste, we're also helping protect the planet.

When you spend more time with your food—by storing it properly, checking it, smelling it, tasting it, and getting creative in the kitchen—you're not just saving money. You're making a real impact.

Campaign Overview

This fall, Love Food Hate Waste is launching a national campaign, designed to reduce household food wasting through improved food literacy skills and increased knowledge of best before dates.

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.

The Campaign in Your Classroom

We encourage you to include campaign materials in your courses to support learning outcomes related to **food, waste, climate change, and/or sustainability**.

This educator toolkit includes a **supplemental reading list**, **ideas to incorporate the campaign** into your classroom, accompanying **assessment suggestions**, and a campaign **slide deck** to share with your students.

By working together, we can empower more students to waste less, feed more, and save money. Visit the campaign website here.

Supplemental Reading List

Alexander (2022). Monitoring and measuring food loss and waste in Canada.

Everitt et al. (2024). Analyzing relationships between household food waste and pro-environmentalism.

Parizeau (2020). Household food waste.

Quested et al. (2013). Spaghetti soup: The complex world of food waste behaviours.

Make the Most of Your Food Challenge

Use the campaign's **4-week challenge** as an **experiential learning opportunity** for your students to learn how to outsmart date labels, save money, and reduce food waste at home.

Challenge Overview

- Beginning on **October 18**, students will receive **one food waste reduction strategy** each week to try to implement in their own homes
- They'll also complete a quick behavioural change survey **before and after** the challenge

Webinar Series

Include a webinar from our **free webinar series** in your course reading list, or ask students to attend one of their choice.

Webinar Series Overview

Busting Date Labelling Myths
October 2 | Led by Second Harvest

Smart Tricks to Stop Wasting Food (and Money)
October 8 | Led by Getty Stewart

Understanding Date Labels to Reduce Food Waste
October 21 | Led by RECYC-QUÉBEC

Eat or Toss? The Science Behind Common Food Blemishes and What to do About Them
October 21 | Led by Rachael Jackson

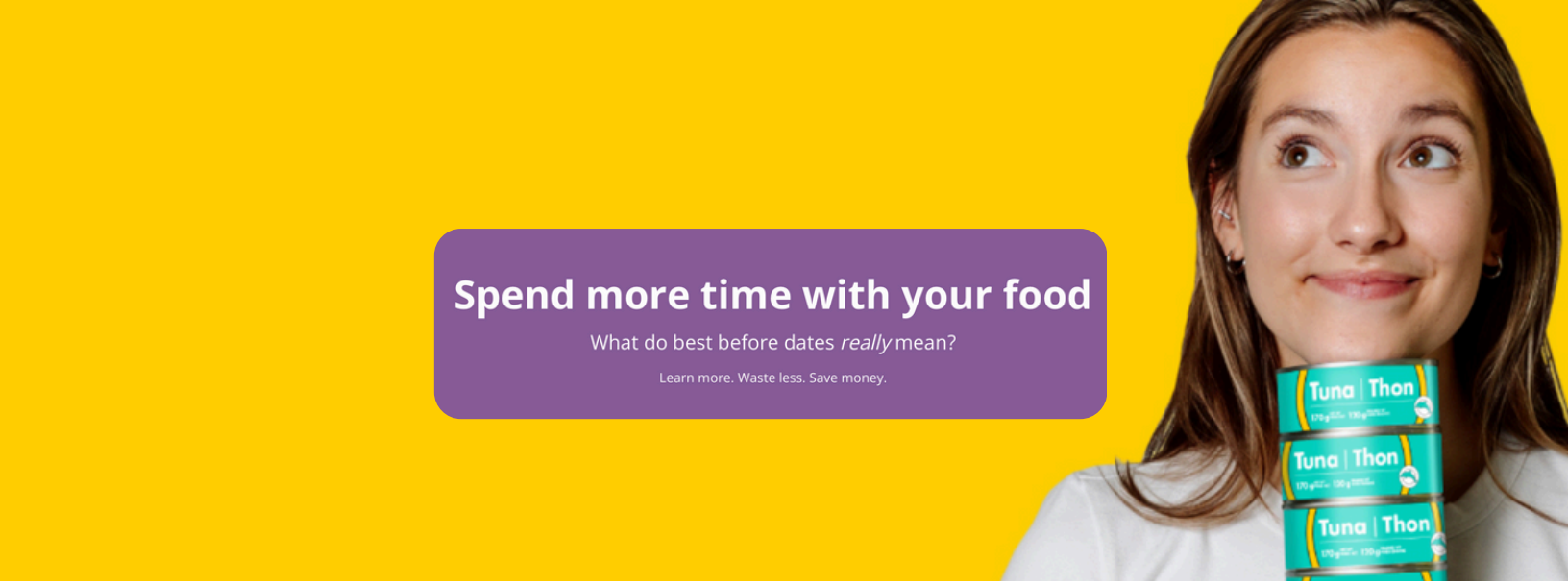
How Looking, Smelling, and Tasting Can Impact the Planet and Your Wallet
October 23 | Led by Too Good To Go

Assessment Suggestions

Create a reflection-based assessment that asks students to present a critical analysis of and personal reflections on the challenge.

Sample reflection questions:

1. Did any of the approaches or perspectives shared challenge your previous knowledge and/or assumptions? If so, how? If not, why?
2. What connections did you form between the challenge/webinar and this course?
3. How has participating in this challenge and/or attending this webinar impacted your understanding of household food wasting?



About Love Food Hate Waste

Created by WRAP, a global environmental action NGO, **Love Food Hate Waste** is an internationally-recognized and proven behavioural change campaign with a worldwide network of stakeholders working together to prevent food waste in the home.

The campaign launched in Canada in 2018 and has since become the country's top resource for preventing household food waste, inspiring millions with practical, actionable strategies every day.

Love Food Hate Waste has reached over

20 million Canadians

since 2018 with practical and easy tips to prevent food waste

Why you should include us in your syllabus

Love Food Hate Waste takes a collaborative, cross-sector approach, to have maximum impact. By introducing us to your students, you can help:

- **Empower students to save money**: With rising food costs, you'll provide students with actionable strategies to reduce food waste, helping them save on groceries—which is needed now more than ever before.
- **Tackle food insecurity**: Support a campaign that addresses a critical social issue—1 in 5 Canadian households are food insecure—and help people make the most of every valuable item they buy.
- **Champion environmental responsibility**: Reduce food waste, which contributes 8-10% of global greenhouse gas emissions.

Get involved

We believe collaboration is critical to driving change, and we want to work with others who share our commitment to addressing food waste so that we can have a greater impact together.

Learn more at:
lovefoodhatewaste.ca

About FoodMesh

We help businesses and governments reduce waste, save money, and feed more. Our network of 2,500+ organizations from across the supply chain connects those that have surplus food to those that can put it to good use.

Learn more at:
foodmesh.ca

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