



# **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 <u>national campaign</u>, designed to reduce household food wasting through improved food literacy skills and increased knowledge of best before dates.



Join our challenge

Attend a free webinar

Got what it takes to rescue Hear directly from the food before it hits the trash? experts on what date labels Join our 4-week challenge for really mean, how to assess the chance to win \$500 for your food, and strategies for using up food that is nearing meals! the end of its life.



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.



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). <u>Monitoring and measuring food</u> loss and waste in Canada.

Everitt et al. (2024). <u>Analyzing relationships</u> between household food waste and proenvironmentalism.

Parizeau (2020). Household food waste.

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

## 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

<u>Understanding Date Labels to Reduce Food Waste</u>

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

<u>How Looking, Smelling, and Tasting Can Impact the</u> Planet and Your Wallet

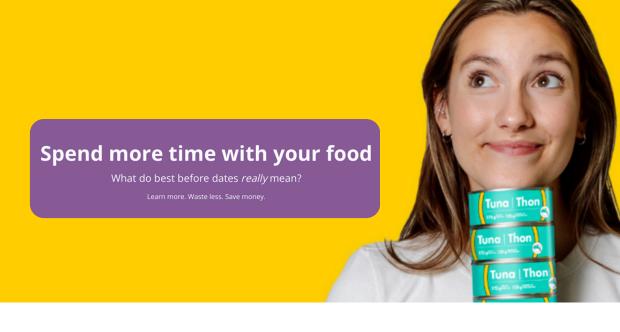
October 23 | Led by Too Good To Go with Dr. Sylvain Charlebois

### **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.

# 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



Love Food Hate Waste has reached over

# 20 million Canadians

since 2018 with practical and easy tips to prevent food waste