



## **Love Food Hate Waste Canada's 2026 National Food Study: Letter of Information and Consent**

Dear potential participant,

Love Food Hate Waste Canada invites adults who are 19 years or older and currently living in Canada to participate in a survey exploring knowledge, attitudes, and behaviours related to household-level food wasting. The purpose of this letter is to provide you with the information required to make an informed decision on participating in this study.

### **What is the purpose of this research?**

Love Food Hate Waste Canada is continuing to develop a stronger understanding of household-level food waste generation in Canada. The purpose of this research is to examine factors that influence household food wasting in the current Canadian context. The results of this survey will be used to inform the development of future programming and assess changes to household food wasting over time and across Canadian geographies. We will be publicizing the results of our national study to aid anyone contributing to household food waste reduction in Canada and to increase awareness of the Love Food Hate Waste program in Canada and beyond.

### **What will happen during this survey?**

This survey should only take you about 15 minutes to complete. You will be asked a series of multiple-choice questions related to knowledge, attitudes, and behaviours connected to food wasting. There are no right or wrong answers.

### **What are the risks and benefits of participating?**

There are no known or anticipated risks or discomforts associated with participating in this study. Please note that because we are collecting personal identifiers, there is always the risk of a privacy breach. To mitigate this risk, once the survey closes, all data will be uploaded to Love Food Hate Waste Canada's secure cloud drive and password protected. There are no direct benefits for you as a participant in this project.

## Can I choose to withdraw my consent?

You can withdraw your consent to participate in this study anytime during the survey response process. You can also ask that your survey submission be destroyed by emailing the Love Food Hate Waste Canada team at [lovefoodhatewaste@foodmesh.ca](mailto:lovefoodhatewaste@foodmesh.ca) by May 27, 2026. The research team will need your unique survey ID number (located at the end of the survey) and/or your email address to withdraw your data. It is important to note that a record of your participation must remain with the project, and as such, the Love Food Hate Waste Canada team may not be able to destroy your survey ID on the master list. However, any other data may be withdrawn upon your request.

## How will my information be kept confidential?

Below is a description of important identifying data that we will be collecting and how it will be used:

- Email address: Used to communicate with participants who indicate an interest in participating in future Love Food Hate Waste Canada opportunities and to contact the winner(s) of the draw.
- Age, gender, and ethnicity: Important factors related to food management and other environmental variables.
- Postal code: Postal codes represent groups of addresses which can cover an entire city block, a single high-rise building, or an entire small rural community. We will use the postal code information to determine which Canadian communities are represented in the results of these surveys.

There is some risk that providing your postal code along with other identifying information, such as annual household income, could be used to identify you. To minimize this risk, only the first three digits of your postal code will be collected. The risk of identification will also be minimized as the results of the survey will only be presented for groups so that you will never be individually identifiable.

## A chance to win

With your consent, you will be entered into a draw for a chance to win \$1,000 in grocery gift cards or one of 40 National Food Prize Packs (valued at \$200 each). If you are selected as eligible to win a prize in the draw, you will be notified via the email address you provided and will be able to claim your prize by responding to the Love Food Hate Waste Canada team

within 48 hours of being notified. The full contest terms and conditions can be reviewed on the Love Food Hate Waste Canada website.

### **What are my rights as a participant?**

Your participation in this survey is voluntary. You may decide not to participate. Even if you consent to participate, you have the right not to answer individual questions or to withdraw from the opportunity.

### **Who can I contact if I have more questions?**

Should you have any questions or concerns about participating in this project, you can contact the Love Food Hate Waste Canada team at [lovefoodhatewaste@foodmesh.ca](mailto:lovefoodhatewaste@foodmesh.ca).

This letter is yours to keep for future reference.