

Make the most of your food challenge:

LOVE
FOOD
hate waste

AT-A-GLANCE

The “Make the most of your food challenge” was a behaviour change intervention that aimed to **reduce the impact of best before dates on household food wasting through increased food literacy and strengthened food skills.**

In October 2025, 591 participants registered to complete the challenge and 161 of those participants completed surveys that were used to evaluate the intervention.



BEFORE THE CHALLENGE

Many participants self-reported **throwing away food solely because its best before date had passed** — particularly fruit and vegetables, meat and fish, and dairy products.

77% either did not know if best before dates indicated food safety or thought that they were indicators.

When determining if food was safe to eat, **64%** considered a food's best before date at least half the time.

AFTER THE CHALLENGE

Participants were significantly **less likely to report throwing away food just because it had passed its best before date.**

85% reported that they never wasted food for this reason.

75% knew that best before dates are not indicators of food safety.

94% knew that best before dates differ from expiry dates.

Participants were significantly more likely to look beyond a food's best before date

when determining if it was safe to eat. Instead, participants considered how long they had had the food, how the food had been stored, the type of food, and signs of spoilage more frequently.

They more frequently **considered the best way and place to store perishable food** to keep items fresh.

They labelled food products more often; managed the food in their fridge more regularly; and more frequently froze food.

Read the full report at: lovefoodhatewaste.ca/about/research

