



Love Food Hate Waste

Fall Campaign – Amplification Kit

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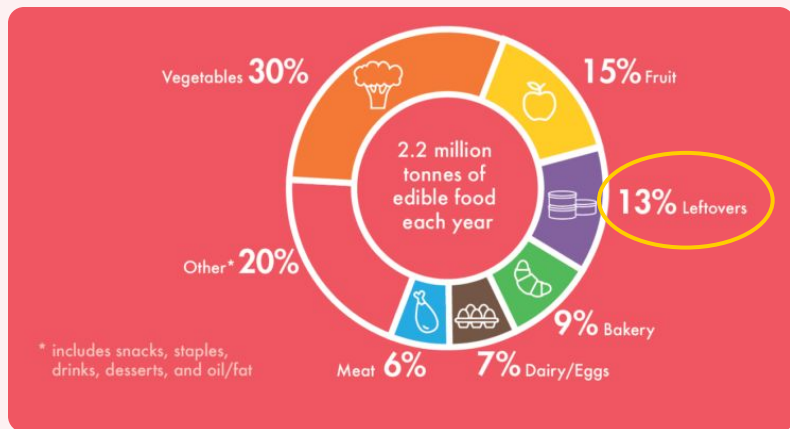
Give food a second chance

Background: Why Leftovers?

In Canada, leftovers is the

THIRD

most wasted food in households



Background: What the research tells us

What do we mean by Leftovers? Food that is:

- (1) prepared, but not plated
- (2) plated, but not eaten
- (3) leftover ingredients
- (4) take away/take out leftover food

Perceptions that lead to wasted leftovers:

- Leftovers have lost their original quality and freshness
- Eating leftovers is boring and results in limited meal variety
- It's not suitable to serve leftovers to guests and/or children
- Consuming leftovers is dangerous due to health risks
- Leftovers are less healthy and lack nutrients

Motivators that encourage leftover consumption:

- A reduction in the time and effort required to shop, prepare, and cook new food¹
- Saving money as a result of wasting less food¹
- Positive environmental implications associated with wasting less food

What is happening: The intention-action gap

The Intention-Action Gap

While people might be saving their leftovers, vague intentions like “I’ll eat it later” are easily forgotten, leading to spoilage and waste.



Fridges and freezers are designed for food preservation, but they

“very often operate as coffins of decay” ,

as people postpone throwing out leftovers ^{1,2,3}

With no plan for action, leftovers become **delayed food waste.**

¹ Evans (2011), ² Blichfeldt et al. (2015), ³ Waitt & Phillips (2016)

What are our opportunities to drive behaviour change?

Challenge

Forgotten or lost in the fridge

Opportunity

"Dinner for lunch" mindset brings leftovers to top of mind

Challenge

Fears over safety ("has it gone off?")

Opportunity

Time-bound next-day routine reduces guesswork

Challenge

Leftovers perceived as uninspiring

Opportunity

Frame as the smarter, more satisfying lunch

Challenge

Lack of knowledge to repurpose

Opportunity

Just reheat and enjoy what you already have

Challenge

No clear moment to use them

Opportunity

Establish an easy, repeatable habit

Challenge

Too small for family dinners

Opportunity

Pack for convenient lunch at the workplace

The opportunity: Our campaign

In the Wrong Context

Leftovers can feel like a **compromise**. Uninspired. Unexciting. Second best.

In the Right Context

Leftovers can feel like a **win**: brag-worthy, delicious, and savvy.

So let's give Canadians the **motivation**, **opportunity**, and **confidence** to enjoy and value their leftovers, building lasting habits that reduce food waste.



Campaign objectives

Leftovers are proudly embraced and valued

Shift perception so leftovers are not seen as boring or second-rate, but celebrated as tasty, convenient, and a smart way to save money.

Eating leftovers becomes an ingrained habit

Encourage households to regularly enjoy leftovers the next day, making it a simple, repeatable routine they take pride in.

Households are confident in using leftovers

Give Canadians the knowledge and skills to safely store and creatively transform leftovers, building overall confidence in the kitchen



Target audience

The campaign will focus on younger audiences because studies have identified age as a statistically significant determinant of household-level food wasting with younger individuals more likely to waste food than older people¹



GEN Z (18 – 28 YRS)

Why they matter

Gen Z are reported to be the most wasteful generation, but they are also the most motivated to change. Leftovers are a prime opportunity. This generation eats food on the go, relies on convenience and avoids repeat meals.

Potential benefits

- Cut waste by turning last night's dinner into a creative, low-cost lunch.
- Save money and time, with easy hacks that fit their lifestyle.



MILLENNIALS / GEN Y (29 – 44 YRS)

Why they matter

Millennials are also major contributors to food waste, with busy households and kids making leftovers a frequent casualty. This group feels the strain of rising grocery costs, so the chance to save money is very motivating. Not having to prepare new meals is also an appealing way to save time.

Potential benefits

- Cut waste and stretch the household budget by taking leftovers for lunch.
- Reduce stress by having ready-to-go meals without extra cooking.
- Model smart food habits for kids, making leftovers a normal part of family life.

¹ Evans (2012)

Join the campaign – Share the creative



Social Copy

Great meals don't have to end after one serving.

Being a Leftover Legend means making the most of the food you already have. With a quick tweak, yesterday's dinner can become today's delicious lunch or dinner.

How do you give your leftovers a second chance?

Download Leftover Legend Creative Asset [here](#), available in both EN and FR.

Don't forget to tag @lovefoodhatewasteca in your posts and use the #bealeftoverlegend



Get in touch

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