



September 14, 2026

Love Food Hate Waste Canada's 2026 National Food Study

**LOVE
FOOD**
hatewaste

**J'AIME
MANGER**
pas gaspiller



Acknowledgments

The following individuals contributed to the design and/or delivery of this project:

- Haley Everitt, Ph.D.
- Megan Czerpak
- Pia Nagpal
- Macgregor Johnston
- Andrea Bava
- Laura Mercy
- Eric Douglas
- Fiona Sham

The FoodMesh team would like to acknowledge and sincerely thank our supporting sponsors: Envision Financial, Island Savings, and Valley First.

Further, we would like to acknowledge and thank our incentive sponsors — Too Good To Go, Monkey and Pebbles, Fenigo, and Skip the Dishes — for contributing to our 40 food prize packs.

The research team would also like to acknowledge the 2026 Love Food Hate Waste Canada partners (i.e., Capital Regional District, Metro Vancouver Regional District, City of Saskatoon, City of Toronto, City of Ottawa, and RECYC-QUÉBEC) for providing feedback on the survey design.

Lastly, we would like to express our gratitude to the many organizations, governments, and individuals who supported and amplified our nation-wide survey dissemination efforts.

Corresponding author

Haley Everitt, Ph.D.

Food Waste Research Manager, FoodMesh

Email: heveritt@foodmesh.ca

Suggested citation

Everitt, H. (2026). Love Food Hate Waste Canada's 2026 National Food Study. FoodMesh: British Columbia, Canada.

Supporting sponsors



Incentive sponsors





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1.0 Introduction

It is estimated that 47% of all food in Canada is wasted annually [1]. While food waste is generated across the food supply chain, from farm to fork, approximately 15% of wasted food in Canada is generated at the household level [1]. Most food (63%) wasted by households is avoidable, meaning that the food was, at one time, considered to be edible (e.g., blueberries, tofu, pizza, etc.) [2]. The remaining, smaller portion is unavoidable food waste that was never considered to be edible, such as coffee grounds, eggshells, and avocado pits. Therefore, most food wasted at the household-level was intended for consumption and, at some point, could have been eaten. Despite efforts to divert wasted food through residential source separated organics programs (e.g., curbside green bins), nationally, 28% of landfilled and incinerated residential waste is food [3].

Wasting food contributes to climate change. When food decomposes in an anaerobic landfill environment (i.e., an environment with little to no oxygen), methane, a greenhouse gas more potent than carbon dioxide, is released. However, the environmental consequences of wasting food are felt far beyond landfill emissions. When food is wasted, all the embedded energy used to grow,

harvest, transport, prepare, and store that food is also wasted. Eliminating food waste and achieving an equitable food distribution system has the ability to divert additional agricultural production and minimize the conversion of land for agricultural purposes, thus protecting ecosystems and their carbon sequestration capabilities. Due to the unique ability of food waste reduction to minimize greenhouse gas emissions across the entire food system, Project Drawdown has identified global food waste reduction as one of the most effective climate change solutions [4].

Mismanaging and wasting food also perpetuates food insecurity [5]. In 2024, approximately 26% of people across Canada's ten provinces lived in a food-insecure household (i.e., "living in pervasive material deprivation with compromises to basic needs beyond just food" [6, provincial food insecurity section, para. 7]). Across Canada's three territories, 22% (Yukon) to 58% (Northwest Territories) of people lived in a food insecure household in 2024 [7]. While reducing food waste may contribute to the development of an equitable food distribution system, food waste prevention is not a food insecurity solution.

Additionally, wasting food is expensive. In Canada, it is estimated that avoidable food waste is valued at \$58 billion (CAD) annually [1]. At municipal and regional levels, food waste places logistical and financial burdens on waste management infrastructure. Food waste can be difficult to manage, as it is heavy, smelly, attracts wildlife, and often requires additional resources to sustainably manage, such as a heat source for anaerobic digestion. At the household level, wasting food results in unnecessary, and often preventable, increased personal expenses. It is estimated that households in Canada waste approximately \$1,300 worth of food each year [2].

1.1 Research objectives

To support these efforts, Love Food Hate Waste Canada conducted a National Food Study to strengthen our understanding of knowledge, attitudes, and behaviours related to household-level food wasting. The objective of this research is to identify and examine factors that influence household food wasting in 2026, within the context of the cost-of-living crisis, declining food security, the 'Buy Canadian' movement, and eight years of the Love Food Hate Waste program in Canada.

In response to the environmental, social, and economic impacts of wasting food, the United Nations' Sustainable Development Goal 12.3 aims to halve per capita global food waste by 2030 [8]. Aligned with this goal, Love Food Hate Waste Canada — a globally recognized behaviour change program created by the Waste and Resources Action Programme (i.e., "WRAP") and operated by FoodMesh — aims to reduce household-level food waste generation through increased food literacy and improved food skills.

To meet this objective, the study investigated:

- attitudes toward and awareness of food and food waste;
- concerns related to food and food waste;
- food literacy and knowledge of food waste;
- food waste reduction motivators;
- circumstances when household-level food wasting occurs;
- behaviours related to food provisioning, storage, preparation, and disposal; and
- relevant participant and household demographics.





2.0 Methodology

2.1 Survey design and dissemination

An online survey was created to measure knowledge, attitudes, and behaviours related to household food wasting (see Appendix A). Given its virtual format, the survey was designed to minimize the risk of bot infiltration and allow for the identification of fraudulent survey responses. Attitudes, awareness, concerns, motivators, and causes were measured with a five-point Likert scale (i.e., strongly agree to strongly disagree), with higher scores representing greater agreement with a given question. Food literacy and knowledge of food waste were also measured on a five-point Likert scale, with higher scores representing greater knowledge of a given topic. Additionally, behaviours related to food provisioning, storage, preparation, and disposal were measured on a five- or six-point Likert scale (e.g., always to never), with higher scores representing higher performance frequency of a given behaviour. The survey concluded with several demographic and socioeconomic questions.

Adults (19+) who live in Canada were invited to participate in the 15-minute, online survey, available in both English and French, between April 13 and April 27, 2026. A letter of information accompanied the survey and written

consent was obtained from all participants. The survey was disseminated through Love Food Hate Waste Canada's website, email newsletter, and national social media channels (i.e., Facebook, Instagram, and LinkedIn). We also used digital advertisements on Meta to recruit participants outside our existing audience. Additionally, a dissemination toolkit (Figure 1) was created and widely shared with partners, sponsors, and supporters to facilitate dissemination through their channels and networks. To support dissemination efforts in Love Food Hate Waste Canada partnered communities, paper-based surveys with pre-paid envelopes were also made available. Survey submissions were monitored in real time against census benchmarks to manage dissemination efforts and address underrepresented demographics and geographies. To incentivize participation, consenting participants were entered into (1) a draw to win the survey's grand prize (i.e., \$1,000 in grocery gift cards), and (2) a draw to win one of 40 food prize packs valued at \$200 each (i.e., gift cards for groceries, Too Good To Go, Monkey and Pebbles, Fenigo, and Skip the Dishes).

Figure 1.

An example of an asset included in our dissemination toolkit.



2.2 Statistical analysis

The mean and standard deviation were calculated for all survey variables. When possible, participant and household demographics were compared to Statistics Canada data to assess the sample's representativeness relative to the broader Canadian population. The Pearson correlation coefficient was used to assess the strength and direction of the linear associations between variables. Correlation coefficients of 0.10, 0.30, and 0.50 were considered small, medium, and large relationships, respectively [9]. Select medium and large correlations have been highlighted in this report. Independent samples *t*-tests were used to assess mean differences in knowledge,

attitude, and behaviour variables between participants in the national sample and participants in each of the provincial/territorial sample groups (i.e., British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Atlantic provinces, and Territories). A two-sided *p*-value of < 0.05 was considered statistically significant. Due to the large sample size, Cohen's *d* was interpreted alongside *p*-values to distinguish between statistical and practical significance. Effect sizes of 0.20, 0.50, and 0.80 were considered small, medium, and large effects, respectively [9].



3.0 Results and discussion

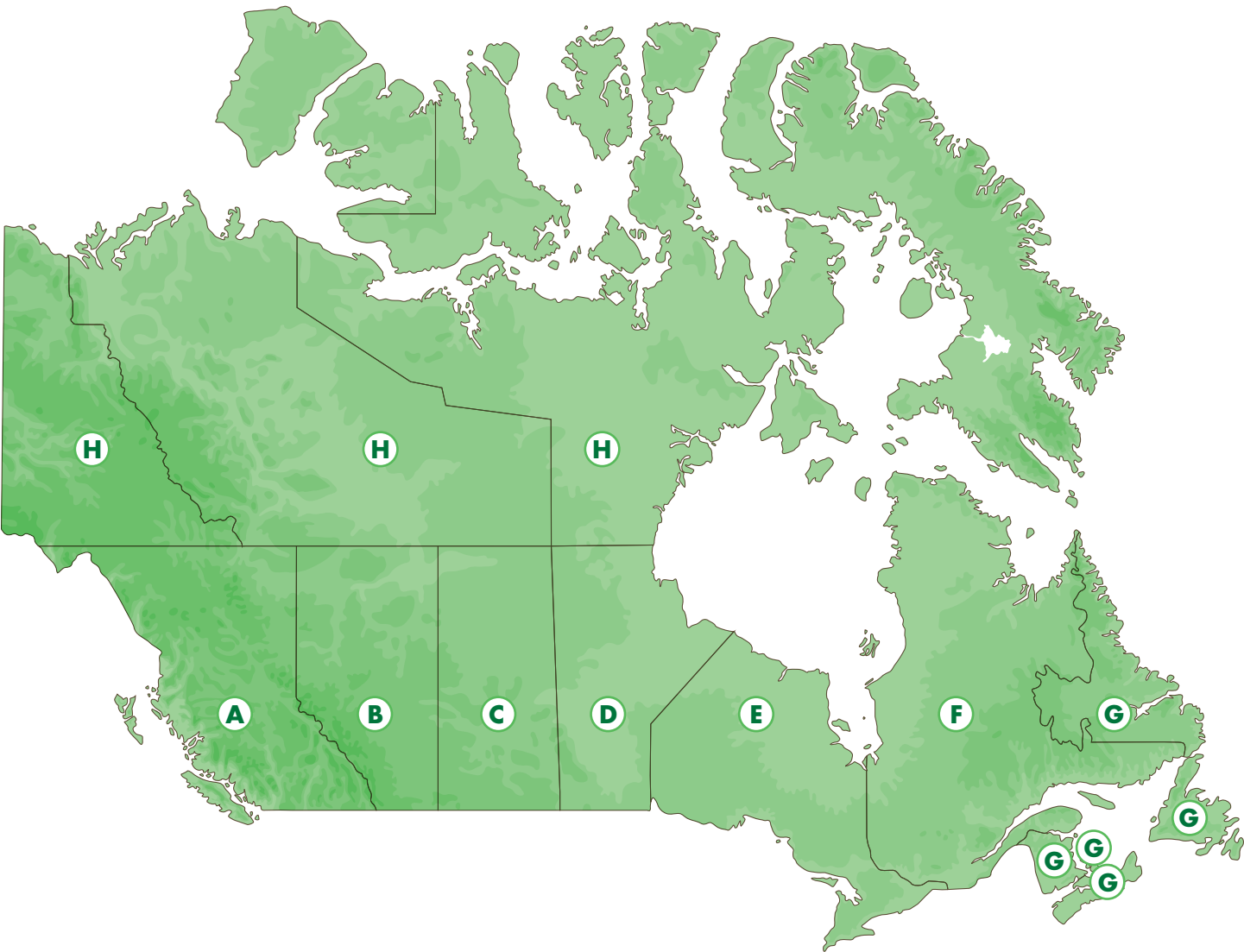
The results of this study have been organized thematically. This section begins with an overview of participant and household demographics before exploring attitudes toward and awareness of food and food waste. From there, the report presents findings pertaining to participants' concerns related to food and food waste, levels of food literacy and knowledge of food waste, and food waste reduction motivators. This section concludes with specific circumstances under which household food wasting occurs, followed by behaviours related to food provisioning, storage, preparation, and disposal.

3.1 Participant and household demographics

A total of 8,139 valid survey responses were collected. Reflecting Canada's national population distribution [10], most participants lived in urban communities (88.99%) as opposed to rural areas (11.01%). Urban residents were slightly overrepresented in the sample relative to the broader Canadian population. While the participant sample was fairly representative of the geographic distribution of Canada's population [11], there was an overrepresentation of participants residing

in Saskatchewan and British Columbia, and an underrepresentation of participants residing in Ontario and Quebec (Figure 2). About half of participants (50.13%) lived in communities that, as of April 2026, were partnered with Love Food Hate Waste Canada (i.e., Capital Regional District, Metro Vancouver Regional District, City of Saskatoon, City of Toronto, City of Ottawa, and Quebec).

Figure 2.
The geographic distribution of participants.



Geography	n	% (% Statistics Canada)
A British Columbia	1,651	20.29% (13.7%)
B Alberta	687	8.44% (12.1%)
C Saskatchewan	1,106	13.59% (3.1%)
D Manitoba	373	4.58% (3.6%)
E Ontario	2,422	29.76% (38.8%)
F Quebec	1,123	13.80% (22.3%)
G Atlantic	705	8.66% (6.5%)
H Territories	72	0.88% (0.3%)

Distribution	n	% (% Statistics Canada)
 Urban	7,243	88.99% (82%)
 Rural	896	11.01% (18%)

Table 1 presents a demographic profile of participants nationally and by provincial/territorial group. Participants' ages ranged from 19 to 95 years old. Nationally, the mean participant age was 52.86 (SD = 15.01). This average is higher than Canada's national mean age of 41.8 [12]. Across the provincial/territorial groups, the mean participant age ranged from 51.07 (SD = 14.95) in Quebec to 59.80 (SD = 13.57) across Atlantic provinces (i.e., Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador). Generally, people in their 20s and people over the age of 80 were unrepresented relative to the broader population.

Most participants in the national sample (79.28%), as well as across all provincial/territorial groups (73.89% to 88.67%), identified as women. Because women are still primarily responsible for foodwork in many Canadian households [13], given the topic of this study, we anticipated that the participant sample would not be representative of the gender diversity in Canada [14]. Aligned with this finding, nationally, 68% of participants reported that they are typically responsible for all or most of the foodwork in their household.

Nationally (78.66%) and across all provincial/territorial groups (69.44% to 89.70%), most participants identified fully or partially as White (e.g., European ancestry). While the participant sample included a diverse range of ethnic identities, the identity categories included in this survey's multi-select question differ from the data categories reported by Statistics Canada. As such, it is not known if the participant sample is representative of Canada's ethnic diversity.

The highest level of education self-reported by participants varied across provincial/territorial groups. Nationally, 46.74% of participants had achieved a university degree (e.g., BA, BSc, BFA, BEng, etc.) or higher (i.e., some postgraduate studies or a postgraduate degree) at the time of data collection. This educational milestone was most prevalent in Ontario (55.05%) and lowest across Atlantic provinces, where only 33.62% of participants had achieved the same level of education. Direct comparisons with Statistics Canada data are limited by methodological differences; therefore, the representativeness of the sample's education levels remains unverified.



Table 1.
Participant-level demographics.

	National	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic provinces	Territories
Age % sample (% Statistics Canada)									
n	8,139	1,651	687	1,106	373	2,422	1,123	705	72
Under 20¹	0.27% (6.50%)	0.36% (5.92%)	0.29% (7.23%)	0.18% (7.53%)	0.00% (7.43%)	0.25% (6.69%)	0.45% (6.04%)	0.14% (5.87%)	0.00% (8.48%)
20 to 29	6.35% (14.93%)	7.39% (14.75%)	4.95% (15.18%)	5.79% (15.05%)	2.68% (16.70%)	6.90% (15.63%)	8.28% (13.89%)	3.83% (13.23%)	0.00% (18.05%)
30 to 39	16.26% (16.24%)	18.90% (16.62%)	15.72% (19.18%)	21.34% (17.35%)	11.53% (16.70%)	16.41% (16.11%)	15.85% (15.28%)	6.52% (13.61%)	12.50% (20.80%)
40 to 49	18.63% (15.18%)	20.70% (14.70%)	19.51% (16.95%)	20.43% (15.19%)	15.28% (15.13%)	17.42% (14.91%)	21.46% (15.32%)	11.49% (14.33%)	18.06% (16.61%)
50 to 59	20.11% (16.19%)	18.53% (16.00%)	21.98% (15.55%)	18.72% (14.94%)	22.52% (15.19%)	20.36% (16.55%)	21.19% (16.01%)	19.86% (17.27%)	25.00% (16.00%)
60 to 69	24.09% (15.44%)	21.87% (15.75%)	25.33% (13.97%)	22.06% (15.28%)	30.03% (14.53%)	23.82% (14.87%)	21.10% (16.42%)	33.05% (17.86%)	31.94% (12.32%)
70 to 79	12.26% (10.03%)	10.42% (10.58%)	10.19% (7.80%)	10.58% (9.02%)	15.55% (9.17%)	12.39% (9.70%)	9.88% (11.06%)	22.84% (12.13%)	12.50% (5.84%)
Over 80	2.03% (5.49%)	1.82% (5.68%)	2.04% (4.13%)	0.90% (5.63%)	2.41% (5.15%)	2.73% (5.54%)	1.78% (5.97%)	2.27% (5.71%)	0.00% (1.90%)
Gender identity % sample (% Statistics Canada ²)									
n	8,032	1,637	682	1,099	362	2,380	1,109	693	70
Woman	79.28% (51.13%)	75.87% (51.25%)	85.78% (50.42%)	73.89% (50.65%)	88.67% (50.73%)	76.76% (51.73%)	82.69% (50.94%)	87.30% (51.48%)	84.29% (49.68%)
Man	20.22% (48.87%)	23.52% (48.75%)	13.49% (49.58%)	25.66% (49.35%)	11.05% (49.27%)	22.56% (48.57%)	17.22% (49.06%)	12.41% (48.52%)	15.71% (50.32%)
Non-binary & gender diverse	0.50%	0.61%	0.73%	0.45%	0.28%	0.67%	0.09%	0.29%	0.00%
Ethnic identity % sample									
n³	8,319	1,708	693	1,155	389	2,485	1,128	689	72
Black	2.04%	1.35%	0.72%	0.52%	0.00%	3.98%	2.13%	1.89%	0.00%
East Asian	5.16%	9.19%	6.49%	2.08%	2.06%	6.96%	1.15%	1.16%	1.39%
Indigenous locally	3.89%	4.22%	4.62%	6.32%	10.03%	2.21%	0.89%	3.63%	25.00%
Indigenous globally	0.22%	0.12%	0.14%	0.09%	0.77%	0.20%	0.27%	0.29%	1.39%

>

	National	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic provinces	Territories
Latino, Latina, or Latinx	1.32%	1.41%	1.01%	0.61%	0.26%	1.89%	1.77%	0.58%	0.00%
South Asian	4.27%	6.21%	7.36%	1.99%	1.03%	6.52%	0.35%	0.44%	2.78%
South East Asian	1.76%	2.11%	2.45%	2.77%	1.80%	1.81%	0.53%	0.44%	0.00%
West Asian or Middle Eastern	0.85%	0.76%	0.14%	0.26%	0.77%	1.57%	0.89%	0.29%	0.00%
White	78.66%	73.24%	76.05%	84.59%	81.49%	72.68%	88.48%	89.70%	69.44%
Other	1.83%	1.41%	1.01%	0.78%	1.80%	2.17%	3.55%	1.60%	0.00%

Highest level of education % sample									
n	8,102	1,640	683	1,104	371	2,409	1,121	702	72
Some high school	2.93%	3.48%	4.10%	0.72%	3.23%	2.16%	4.55%	3.42%	6.94%
High school diploma	9.91%	10.12%	10.54%	10.24%	14.02%	8.30%	8.56%	13.68%	11.11%
Some college or trades training	10.24%	12.99%	13.47%	8.15%	8.63%	8.22%	10.35%	11.40%	12.50%
College diploma, degree, or trade certificate	23.49%	24.02%	26.79%	24.18%	22.37%	20.55%	22.48%	30.91%	16.67%
Some university	6.70%	5.98%	6.00%	6.79%	8.89%	5.73%	9.46%	6.98%	4.17%
University degree	29.38%	28.94%	26.94%	33.42%	35.58%	31.34%	26.85%	21.23%	23.61%
Some postgraduate studies	3.94%	3.54%	3.22%	2.72%	3.23%	5.69%	3.03%	2.99%	6.94%
Postgraduate degree	13.42%	11.04%	8.93%	13.77%	4.04%	18.02%	14.72%	9.40%	18.06%

1 This data category from Statistics Canada includes people 15 to 19 years old, whereas the sample only includes people who are 19 years of age.

2 Statistics Canada has aggregated data into a two-category gender variable (i.e., “woman+” and “man+”), which is why there is no census-level data for this study’s “non-binary and gender diverse” category.

3 Given that ethnic identity was reported through a multi-select question, n refers to the number of responses rather than the number of participants.

Table 2 presents household-level demographics nationally and by provincial/territorial group. Participants most commonly lived in two-person households across the national sample (41.67%), as well as all provincial/territorial groups (39.18% to 49.29%). Compared to the broader population, generally, two- and three-person households were overrepresented, while single-person households were underrepresented [15].

Nationally (73.99%) and across all provincial/territorial groups (67.61% to 85.25%), most participants lived in a child-free household. Across all sample groups, child-free households were substantially overrepresented, leading to an underrepresentation of households with any number of children [16]. Given that the participant sample was

generally older than the broader Canadian population, this finding represents a logical extension of the sample's age profile.

National-level participants most commonly reported an annual household income below \$40,000 (18.17%). This was also the case amongst participants in all provincial/territorial groups except for Saskatchewan-based participants, who most commonly reported an annual household income between \$80,001 to \$100,000. Direct comparisons with Statistics Canada data are limited by methodological differences. As such, it is unknown if the participant sample's economic profile is representative of the broader Canadian population.

Table 2.
Household-level demographics.

	National	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic provinces	Territories
Number of people in household % sample (% Statistics Canada)									
n	8,095	1,645	684	1,100	372	2,403	1,117	702	72
1	18.95% (30.60%)	17.81% (31.02%)	18.71% (27.63%)	13.55% (30.02%)	21.24% (28.25%)	18.52% (28.18%)	23.46% (35.76%)	23.36% (30.54%)	19.44% (30.39%)
2	41.67% (33.20%)	38.72% (33.91%)	39.18% (32.53%)	46.73% (33.66%)	44.09% (33.46%)	39.49% (31.38%)	41.72% (34.49%)	49.29% (37.93%)	40.28% (27.55%)
3	16.60% (14.78%)	16.90% (14.68%)	16.23% (15.26%)	16.18% (13.76%)	15.32% (14.76%)	18.73% (16.03%)	13.79% (12.68%)	15.38% (15.41%)	11.11% (15.01%)
4	14.31% (13.21%)	15.87% (12.32%)	14.91% (14.63%)	16.00% (12.95%)	10.75% (13.29%)	14.94% (14.68%)	14.06% (11.13%)	6.70% (11.04%)	22.22% (13.26%)
5+	8.47% (8.30%)	10.70% (8.06%)	10.96% (9.95%)	7.55% (9.61%)	8.60% (10.23%)	8.32% (9.74%)	6.98% (5.94%)	5.27% (5.09%)	6.94% (13.78%)
Number of children in household % sample (% Statistics Canada)									
n	7,962	1,616	677	1,085	365	2,368	1,102	678	71
0	73.99% (41.76%)	70.11% (45.03%)	71.20% (39.65%)	70.97% (42.55%)	78.90% (40.05%)	76.48% (38.55%)	70.87% (44.58%)	85.25% (48.59%)	67.61% (31.19%)
1	11.49% (26.21%)	13.12% (26.23%)	10.64% (25.27%)	11.89% (23.94%)	10.14% (25.75%)	11.11% (27.50%)	13.25% (24.71%)	6.78% (26.50%)	14.08% (30.24%)
2	10.64% (22.34%)	12.00% (21.35%)	13.29% (23.49%)	12.44% (20.89%)	6.85% (21.67%)	9.54% (23.82%)	11.80% (21.37%)	5.46% (18.25%)	14.08% (22.27%)
3+	3.88% (9.68%)	4.76% (7.39%)	4.87% (11.58%)	4.70% (12.62%)	4.11% (12.53%)	2.87% (10.13%)	4.08% (9.34%)	2.51% (6.66%)	4.23% (16.29%)

	National	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic provinces	Territories
Annual household income % sample									
n	7,836	1,603	660	1,053	358	2,314	1,102	674	72
Less than \$40,000	18.17%	16.34%	23.94%	8.45%	17.32%	18.11%	20.51%	29.08%	16.67%
\$40,001 to \$60,000	14.69%	14.16%	13.64%	10.16%	17.04%	14.04%	16.52%	22.40%	11.11%
\$60,001 to \$80,000	14.60%	14.97%	15.00%	13.96%	15.36%	13.48%	15.15%	16.91%	13.89%
\$80,001 to \$100,000	13.03%	13.10%	12.58%	15.19%	14.80%	13.09%	11.80%	11.57%	5.56%
\$100,001 to \$120,000	10.85%	9.86%	11.52%	13.11%	13.41%	11.28%	10.44%	6.68%	12.50%
\$120,001 to \$140,000	6.71%	7.67%	5.61%	8.93%	4.75%	6.83%	5.99%	4.01%	5.56%
\$140,001 to \$160,000	5.73%	7.17%	4.85%	7.60%	6.42%	4.80%	4.99%	4.15%	6.94%
\$160,001 to \$180,000	4.45%	4.87%	4.70%	5.60%	3.07%	4.80%	3.72%	1.63%	9.72%
\$180,001 to \$200,000	3.70%	4.05%	1.82%	5.98%	2.79%	3.28%	4.36%	1.63%	6.94%
\$200,001+	8.07%	7.80%	6.36%	11.02%	5.03%	10.29%	6.53%	1.93%	11.11%



3.2 Attitudes toward and awareness of food and food waste

National- and provincial/territorial-level results related to attitudes toward and awareness of food and food waste are presented in Table 3. Most participants across the national sample (97.71%) agreed or strongly agreed that they try to waste as little food as possible. This finding is similar to the results of a previous Love Food Hate Waste Canada study that found that 94% of Canadians were motivated to reduce their household's avoidable food waste [17]. When compared to national-level results, participants residing in Quebec ($t(1,761.42) = -8.25$, $p < 0.001$, $d = -0.22$) were significantly more likely to report intentions to avoid wasting food. Consistent with previous research [18, 19, 20], most national-level participants (75.26%) also reported that they feel bad when they throw away food (i.e., agreed or strongly agreed). There was a positive and significant correlation between trying to waste as little food as possible and feeling bad when wasting food ($r(8,109) = 0.41$, $p < 0.001$).

Nationally, most participants (98.45%) agreed or strongly agreed that everyone, including themselves, has a responsibility to reduce food waste. Acknowledgement of this responsibility was positively and significantly associated with trying not to waste food ($r(8,097) = 0.39$, $p < 0.001$) and feeling bad when wasting food ($r(8,100) = 0.44$, $p < 0.001$). Compared to participants across the national sample, Quebec-based participants ($t(1,607.16) = -5.39$, $p < 0.001$, $d = -0.20$) were significantly more likely to report that we all have a responsibility to reduce food wasting. Complementing this sense of personal responsibility, only 21.20% of national-level participants perceived household food waste reduction as a difficult task (i.e., agreed or strongly agreed). Participants residing in the Territories (i.e., Yukon, Northwest Territories, and Nunavut) ($t(72.39) = -2.76$, $p = 0.007$, $d = -0.31$) were significantly more likely to perceive household-level food waste reduction as challenging when compared to the national sample. These findings suggest a value-action gap. Despite participants acknowledging personal responsibility

and perceiving food waste reduction as straightforward, food continues to be wasted at the household-level across the country.

Nationally, most participants (83.27%) reported that they are aware of how much food their household wastes (i.e., agreed or strongly agreed). Compared to the national sample, participants residing in Quebec ($t(1,371.63) = 5.73$, $p < 0.001$, $d = 0.21$) and in the Territories ($t(72.50) = 2.09$, $p = 0.04$, $d = 0.23$) were significantly less likely to report that they know how much food is wasted in their household. Most national-level participants (73.06%) also reported that their household likely throws away less food than most other households in Canada (i.e., agreed or strongly agreed). This variable was positively and significantly associated with trying not to waste food ($r(8,104) = 0.45$, $p < 0.001$), suggesting that participants who perceive their household to waste less than others also reported stronger intentions to avoid wasting food. These findings could suggest that the sample consists of many participants who are highly aware of their household's food waste generation and, perhaps because of this, their household wastes very little food. In this case, the participant sample is likely not representative of the household food waste generation that occurs across the broader Canadian population. However, wasting food is often an 'out of sight, out of mind' type of behaviour which makes recognizing your own food waste generation difficult, let alone someone else's. As such, these findings could alternatively be a consequence of social desirability bias (i.e., participants provide responses that they perceive others will view favourably). Because wasting food is associated with feelings of guilt, disgust, and shame [18, 19, 20], participants may have answered this question in such a way as to underreport their household's food waste generation, thereby presenting themselves more favourably. In this case, the participant sample may not be highly aware of their household's food waste generation and/or the generation of household-level food waste in Canada more broadly.



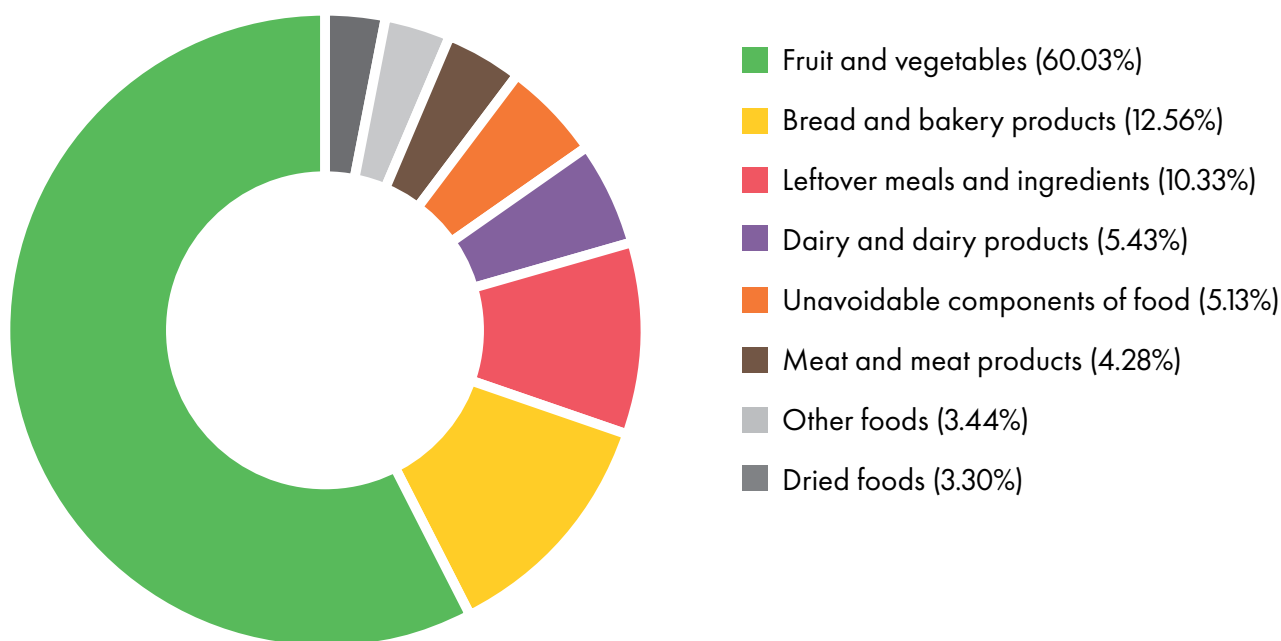
Leftovers may not be wasted due to a lack of appeal, but rather due to gaps in knowledge or the application of food skills.

Complementary to these findings, most national-level participants (88.03%) reported that they are aware of what types of food (e.g., fruit, vegetables, bread, etc.) their household predominantly wastes (i.e., agreed or strongly agreed) (Figure 3). When asked what type of food or specific food item their household wastes most often, most participants reported fruit and vegetables (60.03%), followed by bread and bakery products (12.56%), and then leftover meals and ingredients (10.33%). The types of food mentioned less frequently included: dairy and dairy products (5.43%), unavoidable components of food (e.g., watermelon rinds, egg shells, bones, etc.) (5.13%), meat and meat products (4.28%), other foods (i.e., foods that do not fit well into the other food type categories) (3.44%), and dried foods (e.g., cereal, rice, crackers, etc.) (3.30%). These findings align with previous Canada-based studies

[17, 21, 22, 23, 24, 25, 26, 27] that have identified fruit and vegetables and bread and bakery products as the largest categories of food wasted at the household-level.

While leftover meals and ingredients were identified as one of the most highly wasted types of food, most national-level participants (84.62%) reported that they enjoy eating leftovers (i.e., agreed or strongly agreed). This suggests that leftover meals and ingredients may not be wasted due to a lack of appeal, but rather due to gaps in knowledge or application of food literacy and/or food skills. For example, 15.97% of national-level participants reported that they are concerned about eating leftovers due to health risks, and another 16.61% neither agreed nor disagreed with this concern — possibly suggesting that concerns may fluctuate depending on the type of food,

Figure 3.
The types of food participants reported wasting most often.





Canadians appear to be paying attention to where their food comes from.

when the food was prepared, or other contextual factors. There was a negative and significant relationship between enjoying leftovers and reporting concerns about eating leftovers due to health risks ($r(8,118) = -0.31, p < 0.001$), suggesting that participants with greater health risk concerns perceive less enjoyment when eating leftovers. Further results related to leftover management, such as why leftovers are wasted and how often leftover meals and ingredients are saved, can be reviewed in sections 3.6, 3.8, and 3.9.

Canadian households have spent proportionately more on Canadian food since March 2025, shifting food spending away from American products [28]. Aligned with the 'Buy Canadian' movement and changes to food shopping, most participants in the national sample (72.65%) agreed or strongly agreed that it is important that the food they buy is grown and/or produced in

Canada. Further, 68.83% of national-level participants reported knowing the country of origin for the food they purchase (i.e., agreed or strongly agreed). These two variables were positively and significantly correlated ($r(8,111) = 0.41, p < 0.001$), suggesting that participants who value Canada-based food also have a greater awareness of what country their food was grown/produced in. While it is unclear how this movement may influence the generation of household-level food waste, Canadians appear to be paying attention to where their food comes from. As such, current political and global contexts may be fostering a unique opportunity to enhance food systems knowledge across the general public. Additional results pertaining to food provisioning, such as how often participants prioritize purchasing Canada grown/produced food, can be reviewed in section 3.7.



Table 3.

Comparison of attitude and awareness variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Try not to waste food	4.68 (0.55)	4.65 (0.58)**	4.67 (0.56)	4.60 (0.59)***	4.69 (0.55)	4.69 (0.55)	4.79 (0.44)***	4.71 (0.56)	4.72 (0.45)
Feel bad	4.27 (1.27)	4.23 (1.30)	4.26 (1.28)	4.13 (1.35)***	4.33 (1.24)	4.30 (1.26)	4.45 (1.15)***	4.26 (1.28)	4.06 (1.39)
Responsibility to reduce	4.78 (0.46)	4.76 (0.49)	4.79 (0.43)	4.73 (0.50)***	4.79 (0.46)	4.79 (0.45)	4.86 (0.38)***	4.76 (0.48)	4.74 (0.44)
Difficult to reduce	2.51 (1.09)	2.51 (1.06)	2.52 (1.09)	2.52 (1.03)	2.48 (1.00)	2.48 (1.09)	2.55 (1.20)	2.50 (1.08)	2.85 (1.04)**
Awareness of how much my household wastes	4.08 (0.82)	4.10 (8.20)	4.15 (0.74)**	4.05 (0.79)	4.14 (0.80)	4.10 (0.81)	3.93 (0.97)***	4.13 (0.77)*	3.89 (0.76)*
Perception that my household wastes less	4.04 (0.89)	4.01 (0.88)	4.03 (0.90)	3.92 (0.91)***	4.02 (0.84)	4.07 (0.88)	4.14 (0.89)***	4.05 (0.89)	3.96 (0.81)
Awareness of what my household wastes	4.16 (0.73)	4.17 (0.73)	4.17 (0.69)	4.15 (0.71)	4.18 (0.71)	4.18 (0.72)	4.11 (0.83)*	4.17 (0.70)	4.06 (0.60)
Enjoy leftovers	4.20 (0.84)	4.14 (0.86)**	4.19 (0.82)	4.18 (0.83)	3.88 (0.89)	4.18 (0.85)	4.30 (0.82)***	4.29 (0.78)**	4.32 (0.75)
Health risks associated with leftovers	2.27 (1.13)	2.33 (1.14)*	2.32 (1.11)	2.13 (1.08)***	2.13 (1.06)**	2.33 (1.15)**	2.23 (1.12)	2.26 (1.10)	2.31 (1.19)
Value Canadian food	3.95 (0.85)	3.92 (0.87)	3.93 (0.88)	3.85 (0.81)***	4.01 (0.85)	3.99 (0.84)**	3.87 (0.88)**	4.08 (0.82)***	4.04 (0.81)
Awareness of where my food is from	3.76 (0.91)	3.75 (0.91)	3.76 (0.91)	3.64 (0.90)***	3.73 (0.89)	3.80 (0.91)**	3.75 (0.92)	3.84 (0.83)**	3.69 (1.02)

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.**Bold text** indicates statistical significance as well as an effect size > 0.20 .

3.3 Concerns related to food and food waste

Table 4 presents concerns related to food and food waste across the national and provincial/territorial samples. Most participants across the national sample were concerned about economic, social, and environmental factors related to food and food waste. Nationally, 97.40% of participants reported that they are worried about the rising cost of food in Canada (i.e., agreed or strongly agreed). Most participants also reported that they are worried about household food insecurity (94.26%) and access to affordable, nutritious, and culturally appropriate food in their community (87.03%) (i.e., agreed and strongly agreed). Participants residing in Quebec ($t(1,643.89) = -7.60, p < 0.001, d = -0.22$) and in the Territories ($t(72.84) = -2.89, p = 0.005, d = -0.29$) were significantly more likely to be concerned about food access when compared to the national sample.

At the national-level, 88.67% of participants reported that they are worried about the impacts of food waste on the environment (i.e., agreed or strongly agreed). There was a positive and significant correlation between environmental concerns and acknowledging responsibility for food waste reduction ($r(8,105) = 0.36, p < 0.001$). Compared to the national sample, Saskatchewan-based participants ($t(1,380.19) = 8.57, p < 0.001, d = 0.31$) were significantly less likely to be worried about environmental impacts, whereas Quebec-based participants ($t(1,681.50) = -10.78, p < 0.001, d = -0.31$) were significantly more likely to be concerned. Additional findings related to economic, social, and environmental factors — such as knowledge of food waste impacts and reduction motivators — can be reviewed in sections 3.4 and 3.5.

Table 4.
Comparison of concern variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Rising cost of food	4.77 (0.50)	4.77 (0.50)	4.83 (0.43)***	4.78 (0.51)	4.80 (0.48)	4.73 (0.53)***	4.79 (0.51)	4.85 (0.39)***	4.71 (0.66)
Prevalence of food insecurity	4.60 (0.64)	4.56 (0.67)**	4.62 (0.64)	4.53 (0.68)***	4.62 (0.58)	4.61 (0.62)	4.61 (0.65)	4.71 (0.55)***	4.61 (0.68)
Access to affordable, nutritious, & culturally appropriate food	4.39 (0.82)	4.37 (0.83)	4.44 (0.81)	4.30 (0.85)***	4.40 (0.83)	4.32 (0.86)***	4.55 (0.71)***	4.53 (0.68)***	4.62 (0.68)**
Environmental impacts	4.43 (0.75)	4.41 (0.76)	4.38 (0.77)	4.23 (0.84)***	4.44 (0.69)	4.46 (0.72)**	4.62 (0.64)***	4.37 (0.78)*	4.42 (0.78)

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.

Bold text indicates statistical significance as well as an effect size > 0.20 .

3.4 Food literacy and knowledge of food waste

National- and provincial/territorial-level results related to food literacy and knowledge of food waste are presented in Table 5. Nationally, most participants (70.36%) know that where they store food in their fridge can influence how long it will last before spoiling (i.e., agreed or strongly agreed). Figure 4 illustrates the specific components of knowledge represented by this variable. When compared to the national sample, Saskatchewan-based participants ($t(1,474.24) = 7.14, p < 0.001, d = 0.23$)

were significantly less likely to know that fridge organization matters, whereas Quebec-based participants ($t(1,498.89) = -8.44, p < 0.001, d = -0.27$) were significantly more likely to possess this knowledge. Additional results related to food storage behaviours are presented in section 3.8.

Figure 4.
Love Food Hate Waste Canada's fridge guide.





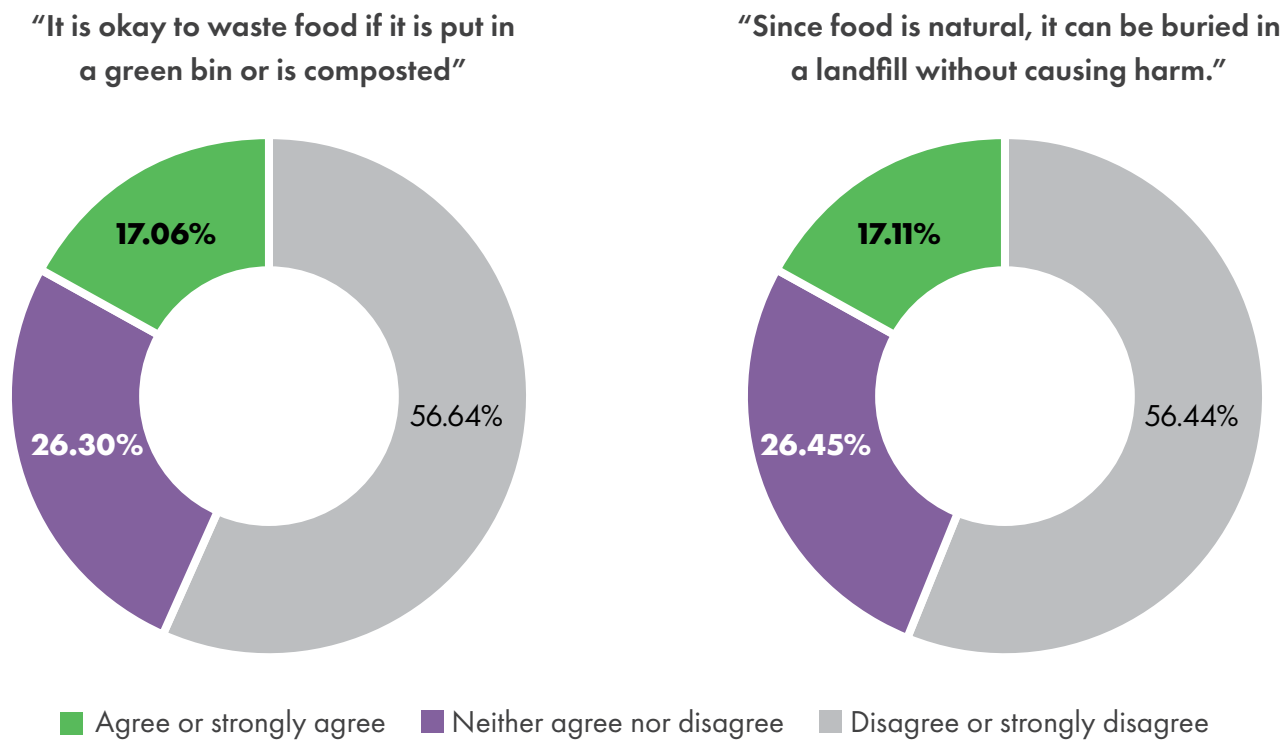
Only 40% of national-level participants know that best before dates do not indicate food safety.

Best before dates contribute to the generation of food waste across the food system. It is estimated that 23% of avoidable food waste generation in Canada is due to best before dates [1]. At the household-level, people regularly throw away food solely because a product's best before date has passed [29, 30]. Only 39.81% of national-level participants know that best before dates do not indicate food safety. Knowledge of best before dates was found to be negatively and significantly associated with health-related leftover concerns ($r(8,119) = -0.31$, $p < 0.001$), suggesting that participants with less knowledge of best before dates were also more concerned about eating leftovers due to perceived health risks. Participants residing in Quebec ($t(1,516.15) = 11.22$, $p < 0.001$, $d = 0.36$) were significantly less likely to possess this knowledge when compared to the national sample. According to the Canadian Food Inspection Agency [31]: "best before dates are not indicators of food safety, neither before nor after the date" (food safety section, para. 1). Instead, a best before date indicates how long a properly stored, unopened food product will maintain its freshness, taste, and nutritional value [31]. While it is not uncommon to find a best before date on almost all shelf stable products, such as canned, dry, and frozen foods, best before dates are only required on foods with a shelf life of 90 days or less [31]. The results of this study justify the need for further policies, programs, and initiatives in Canada that aim to increase knowledge of best before dates and strengthen food skills related to food safety.

While residential source separated organics programs (e.g., green bin programs) have been found to increase food waste diversion, these programs have not been found to be associated with increased food waste

reduction [25]. Because composting is often perceived as a positive environmental action, there is some concern that organics programs may even increase food waste generation in some households [32, 33]. Consistent with this concern, 17.06% of national-level participants agreed or strongly agreed that it is acceptable to waste food so long as it is composted or disposed of in a source separated organics program, and another 26.30% neither agreed nor disagreed with this statement — suggesting uncertainty (Figure 5).. Compared to the national sample, Manitoba-based participants ($t(412.17) = 5.22$, $p < 0.001$, $d = 0.26$) were significantly more likely to think that it is acceptable to waste food so long as it is diverted from landfill or incineration, whereas Quebec-based participants ($t(1,485.36) = -11.23$, $p < 0.001$, $d = -0.37$) were significantly less likely to agree with this statement. Further, 17.11% of national-level participants agreed or strongly agreed that, because food is natural, it can be buried in a landfill without causing harm. Another 26.45% neither agreed nor disagreed with this statement, suggesting a possible lack of knowledge of food waste decomposition and the impacts of landfilling. There was a positive and significant relationship between thinking that it is acceptable to waste food so long as it is composted and thinking that landfilling food waste is harmless ($r(8,118) = 0.40$, $p < 0.001$), suggesting that participants who think composting negates the need for reduction are also more likely to be unaware of the consequences of landfilling food. Compared to the national sample, participants residing in Alberta ($t(814.827) = 5.63$, $p < 0.001$, $d = 0.23$) and across Atlantic provinces ($t(857.98) = 6.35$, $p < 0.001$, $d = 0.24$) were significantly more likely to think that landfilling food is not harmful, while Quebec-based participants ($t(1,485.36) = -10.26$, $p < 0.001$, $d = -0.34$) were significantly

Figure 5.
Knowledge of food waste disposal impacts (National).



more likely to know that sending food waste to landfill is harmful. These findings highlight a gap in how many municipal and regional governments in Canada approach public education on food waste. Telling residents how to sort waste is not enough to drive systemic change, and likely does not influence food waste reduction — a behaviour distinct from food waste diversion. To increase household-level food waste reduction, governments should consider transitioning from exclusively distributing procedural information to implementing policies, programs, and initiatives that empower households through food agency (i.e., the functional ability and self-efficacy to act within the food system, navigate systemic barriers, and manage food effectively). Section 3.10 explores food waste disposal behaviours and provides further evidence supporting the need for this transition.

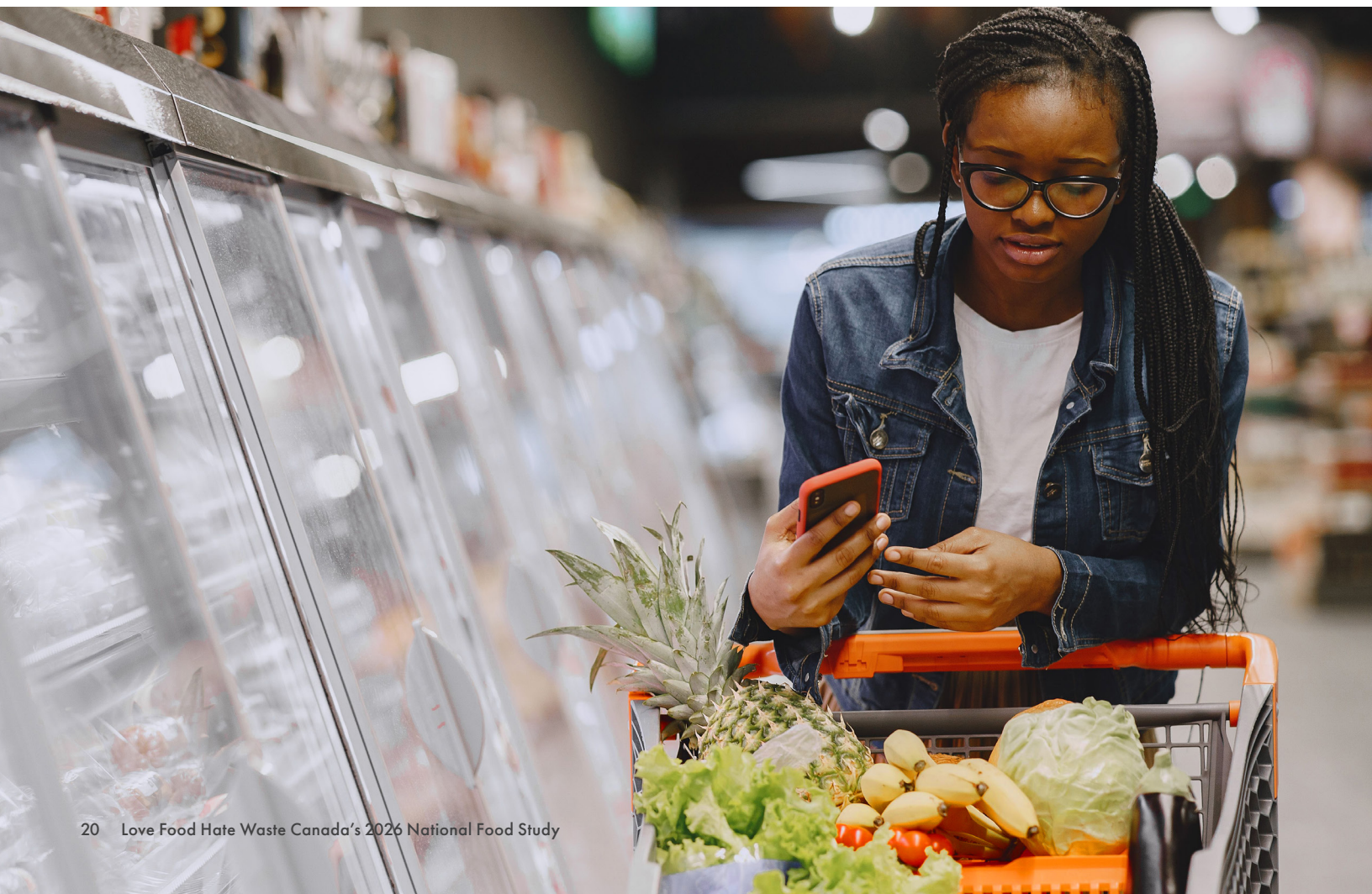
Most participants across the national sample know that there are environmental, economic, and social implications associated with wasting food. Nationally, 66.97% of participants know that wasting food contributes

to climate change. This knowledge was positively and significantly associated with reporting concerns about the environmental impacts of wasting food ($r(8,111) = 0.41, p < 0.001$). Compared to the national sample, participants residing in Alberta ($t(810.93) = 5.74, p < 0.001, d = 0.23$) and across Atlantic provinces ($t(840.19) = 5.68, p < 0.001, d = 0.22$) were significantly less likely to know that wasting food contributes to climate change, while Quebec-based participants ($t(1,512.99) = -8.56, p < 0.001, d = -0.27$) were significantly more likely to possess this knowledge. In terms of economic implications, 98.71% of national-level participants think that wasting food is a waste of money. Socially, while food waste prevention is not a food insecurity solution, 75.48% of national-level participants think that wasting food perpetuates food insecurity. Compared to the national sample, Saskatchewan-based participants ($t(1,455.11) = 7.65, p < 0.001, d = -0.25$) were significantly less likely to think that wasting food works against minimizing food insecurity.

Table 5.

Comparison of food literacy and knowledge variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Fridge organiza- tion	3.84 (0.94)	3.78 (0.92)**	3.84 (0.98)	3.65 (0.93)***	3.88 (0.89)	3.83 (0.94)	4.06 (0.94)***	3.89 (0.91)	4.00 (0.81)
Best before dates	3.00 (1.16)	3.01 (1.16)	2.95 (1.15)	3.05 (1.14)	3.16 (1.13)**	3.11 (1.18)***	2.64 (1.14)***	3.01 (1.12)	3.10 (1.20)
Green bin impacts	3.51 (1.03)	3.47 (1.03)	3.34 (1.01)***	3.34 (0.98)***	3.25 (0.97)***	3.54 (1.04)*	3.83 (1.04)***	3.49 (1.01)	3.39 (1.00)
Landfill impacts	3.56 (1.09)	3.56 (1.07)	3.34 (1.10)***	3.52 (1.07)	3.58 (1.02)	3.57 (1.08)	3.88 (1.11)***	3.32 (1.03)***	3.41 (1.12)
Environ- mental impacts	3.89 (0.96)	3.89 (0.95)	3.69 (0.98)***	3.73 (0.97)***	3.83 (0.92)	3.99 (0.95)***	4.12 (0.95)***	3.70 (0.96)***	3.89 (0.89)
Economic impacts	4.83 (0.45)	4.81 (0.48)	4.82 (0.43)	4.78 (0.50)**	4.85 (0.45)	4.83 (0.42)	4.90 (0.37)***	4.80 (0.47)	4.75 (0.47)
Social impacts	4.10 (0.93)	4.07 (0.95)	4.16 (0.91)	3.90 (0.95)***	4.07 (0.89)	4.15 (0.90)**	4.22 (0.93)***	4.14 (0.92)	3.94 (1.02)

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.**Bold text** indicates statistical significance as well as an effect size > 0.20 .

3.5 Food waste reduction motivators

Table 6 presents national- and provincial/territorial-level results related to food waste reduction motivators. Most participants across the national sample were motivated to reduce their food waste generation by at least one of the factors measured in the survey (Figure 6). Nationally, 88.65% of participants agreed or strongly agreed that saving money motivates their household to reduce the amount of food they waste. Saskatchewan-based participants ($t(1,433.35)=6.56, p<0.001, d=0.22$) were significantly less likely to be motivated by economic drivers compared to the national sample. Saving time and caring for the planet were also reported as motivational factors by 61.45% and 75.78% of national-level participants, respectively (i.e., agreed or strongly agreed). There was a positive and significant correlation between environmental motivations and concern about the environmental impacts of wasting food ($r(8,109)=0.55, p<0.001$), suggesting that participants are more likely to

be environmentally motivated if they are also worried about how food waste impacts the environment. Compared to the national sample, Saskatchewan-based participants ($t(1,433.10)=7.85, p<0.001, d=0.26$) were significantly less likely to be motivated by environmental drivers, while Quebec-based participants ($t(1,551.24)=-10.70, p<0.001, d=-0.33$) were significantly more likely to be motivated by environmental factors. Additionally, 84.00% of national-level participants reported that doing the ‘right thing’ and a sense of moral responsibility motivates their household to reduce the amount of food they throw away (i.e., agreed or strongly agreed). Again, compared to the national sample, Saskatchewan-based participants ($t(1,425.39)=7.19, p<0.001, d=0.24$) were significantly less likely to be motivated by morality drivers, while Quebec-based participants ($t(1,582.97)=-9.22, p<0.001, d=-0.28$) were significantly more likely to be motivated by a sense of moral responsibility.

Figure 6.
Factors that motivate households to reduce their food waste generation (National).

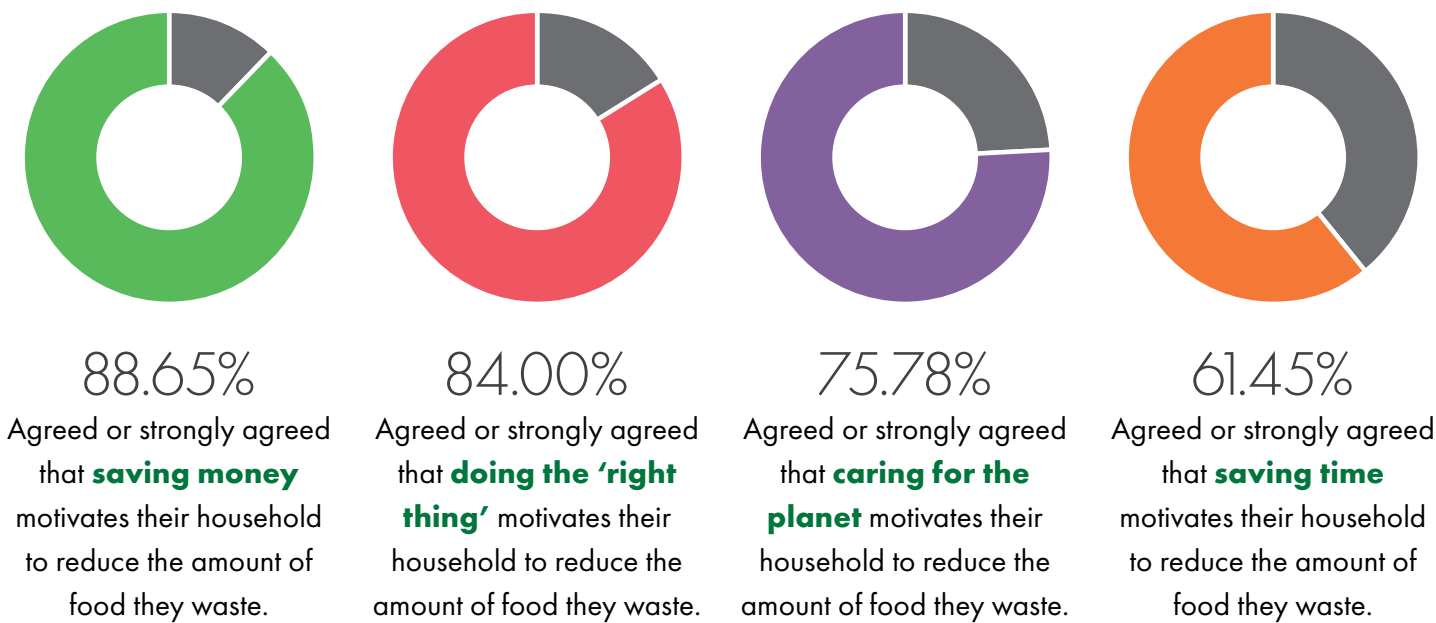


Table 6.

Comparison of reduction motivator variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Saving money	4.31 (0.75)	4.31 (0.72)	4.39 (0.69)**	4.16 (0.79)***	4.31 (0.75)	4.30 (0.76)	4.40 (0.79)***	4.34 (0.70)	4.31 (0.74)
Saving time	3.73 (0.98)	3.75 (0.93)	3.79 (0.99)	3.60 (0.96)***	3.78 (0.91)	3.72 (1.01)	3.77 (1.05)	3.77 (0.94)	3.56 (1.01)
Caring for the planet	4.03 (0.90)	4.01 (0.89)	3.94 (0.90)**	3.83 (0.93)***	3.99 (0.86)	4.08 (0.90)**	4.28 (0.85)***	3.97 (0.85)*	3.85 (0.93)
Doing the 'right thing'	4.21 (0.80)	4.17 (0.89)*	4.21 (0.79)	4.04 (0.85)***	4.15 (0.81)	4.26 (0.79)***	4.40 (0.74)***	4.11 (0.81)***	4.04 (0.86)

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.**Bold text** indicates statistical significance as well as an effect size > 0.20 .

3.6 Circumstances when household-level food wasting occurs

National- and provincial/territorial-level results related to circumstances when household-level food wasting occurs are presented in Table 7. Previous Love Food Hate Waste Canada research suggests that food is predominately wasted at the household-level (1) when it is left for too long and becomes unappetizing or possibly unsafe to eat, (2) when a product's best before date has passed, and (3) when meals are not finished [17]. In this survey, participants were asked a series of questions investigating the reasons or circumstances behind why food is wasted in their household. While a variety of reasons were identified, generally, many participants across the national sample reported that they did not waste food due to the reasons explored in this survey. It is possible that the survey did not capture all of the unique circumstances that lead to the generation of food waste at the household-level. However, it is also possible that this set of variables has been impacted by social desirability bias. Wasting food is generally not perceived as a socially desirable behaviour, so participants may have reported that they do not waste food in any of these circumstances to provide more favourable responses aligned with not being perceived as wasteful.

Only 17.30% of national-level participants reported that their household throws away food because they often buy too much (i.e., agreed or strongly agreed). Wasting food

due to overpurchasing was positively and significantly associated with food waste reduction difficulties ($r(8,114) = 0.34$, $p < 0.001$), suggesting that participants who buy too much food also perceive greater difficulty in reducing their household's food waste generation. Buying too much was also negatively and significantly associated with checking what food is at home before buying more ($r(8,115) = -0.30$, $p < 0.001$) and managing food at home ($r(8,109) = -0.35$, $p < 0.001$). These correlations suggest that participants who often buy too much may be doing so because they are not frequently employing strategies that aim to improve food provisioning and storage behaviours. Participants who reside in the Territories ($t(72.07) = -2.51$, $p = 0.014$, $d = -0.32$) were significantly more likely to waste food for this reason when compared to the national sample.

Nationally, 20.45% of participants reported that their household throws away food when a product's best before date has passed (i.e., agreed or strongly agree), and another 18.56% neither agreed nor disagreed with this statement — perhaps suggesting that they waste food for this reason in some situations but not others. Wasting food for this reason was positively and significantly associated with food safety-related concerns ($r(8,115) = 0.35$, $p < 0.001$), suggesting that participants who throw away food solely because a product's best before date

has passed are also more concerned about health risks associated with eating leftovers. This finding may indicate that these participants are overly cautious, or could signify a lack of confidence in determining if food is safe to eat. Wasting food because its best before date has passed was also negatively and significantly associated with knowledge of best before date labelling ($r(8,112) = -0.41$, $p < 0.001$), suggesting that participants who waste food for this reason also incorrectly think that best before dates are indicators of food safety.

Some national-level participants (33.40%) reported that their household wastes food because they are not able to confidentially determine if food is safe to eat (i.e., agreed or strongly agreed). Wasting food for this reason was positively and significantly associated with reporting concerns about eating leftovers due to health risks ($r(8,118) = 0.33$, $p < 0.001$). Compared to the national sample, Quebec-based participants ($t(1,496.91) = 8.60$, $p < 0.001$, $d = 0.28$) were significantly less likely to waste food due to an inability to determine food safety.

Some national-level participants (38.99%) also reported that their household wastes food because they often leave food for too long and it becomes unappetizing or unappealing to eat (i.e., agreed or strongly agreed). Wasting food for this reason was positively and significantly correlated with food waste reduction difficulties ($r(8,112) = 0.31$, $p < 0.001$), suggesting that participants who waste food because they leave it for too long also perceive greater difficulty in reducing their household's food waste generation. Further, this variable was also negatively and significantly associated with managing food at home ($r(8,108) = -0.37$, $p < 0.001$), suggesting that participants who waste food because they leave it for too long may be doing so because they are not frequently employing strategies that aim to improve food storage behaviours. Compared to the national sample, participants who reside in the Territories ($t(72.56) = -2.66$, $p = 0.01$, $d = -0.29$) were significantly more likely to waste food for this reason.

Nationally, 25.20% of participants reported that their household wastes food due to unfinished meals (i.e., agreed or strongly agreed). Wasting food for this reason was positively and significantly correlated with food waste reduction difficulties ($r(8,118) = 0.33$, $p < 0.001$), suggesting that participants who waste food due to unfinished meals also perceive greater difficulty in reducing their household's food waste generation. When compared to national results, Quebec-based participants ($t(1,547.05) = 6.50$, $p < 0.001$, $d = 0.20$) were significantly less likely to throw away food for this reason, whereas participants residing in the Territories ($t(72.21) = -3.74$, $p < 0.001$, $d = -0.46$) were significantly more likely to.

Nationally, 34.39% of participants reported that their household wastes food because they often forget to eat leftover meals and ingredients (i.e., agreed or strongly agreed). Wasting food for this reason was positively and significantly correlated with food waste reduction difficulties ($r(8,118) = 0.33$, $p < 0.001$), suggesting that participants who waste food because they forget about leftovers also perceive greater difficulty in reducing their household's food waste generation. Forgetting leftovers was also negatively and significantly associated with considering how to best store food ($r(8,098) = -0.30$, $p < 0.001$) and managing food at home ($r(8,101) = -0.37$, $p < 0.001$). These correlations suggest that participants who often forget leftovers may be doing so because they are not frequently employing strategies that aim to improve food storage behaviours.

Lastly, only 11.75% of participants reported that their household wastes food because they have limited refrigerator and/or freezer space (i.e., agreed or strongly agreed). Compared to the national sample, Quebec-based participants ($t(1,533.09) = 6.61$, $p < 0.001$, $d = 0.21$) were significantly less likely to throw away food due to storage limitations, whereas participants based in the Territories ($t(72.02) = -3.47$, $p < 0.001$, $d = -0.46$) were significantly more likely to waste food for this reason.

Table 7.

Comparison of circumstance variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Buy too much	2.29 (1.05)	2.24 (1.02)*	2.23 (1.02)	2.31 (1.01)	2.35 (1.02)	2.30 (1.08)	2.34 (1.09)	2.23 (1.04)	2.63 (1.14)*
Best before dates	2.45 (1.07)	2.50 (1.06)*	2.45 (1.05)	2.43 (1.03)	2.32 (1.19)*	2.49 (1.10)*	2.41 (1.10)	2.38 (1.07)	2.46 (1.05)
Food safety concerns	2.76 (1.16)	2.78 (1.12)	2.84 (1.18)	2.79 (1.15)	2.69 (1.19)	2.84 (1.17)***	2.48 (1.16)***	2.76 (1.13)	2.89 (1.19)
Leave food for too long	2.86 (1.20)	2.86 (1.18)	2.87 (1.20)	2.90 (1.17)	2.88 (1.17)	2.86 (1.22)	2.79 (1.20)*	2.81 (1.17)	3.19 (1.08)*
Unfinished meals	2.46 (1.16)	2.46 (1.15)	2.56 (1.16)*	2.57 (1.18)**	2.42 (1.17)	2.45 (1.17)	2.26 (1.11)***	2.53 (1.14)	2.99 (1.19)***
Forget to eat leftovers	2.72 (1.20)	2.74 (1.18)	2.72 (1.22)	2.81 (1.17)**	2.65 (1.19)	2.70 (1.22)	2.66 (1.23)	2.66 (1.15)	2.96 (1.11)
Limited fridge and/or freezer space	1.99 (1.03)	2.09 (1.06)***	1.99 (1.03)	1.95 (0.97)	1.95 (0.95)	1.99 (1.06)	1.81 (0.98)***	2.07 (1.02)*	2.46 (1.15)***

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.

Bold text indicates statistical significance as well as an effect size > 0.20 .

3.7 Behaviours related to food provisioning

National- and provincial/territorial-level behavioural results related to food provisioning are presented in Table 8. Nationally, participants most often reported that their household goes food shopping in-person once a week (45.25%), followed by a few times a week (32.01%), and then once every two weeks (15.43%). Alberta-based participants ($t(796.82) = 5.52$, $p < 0.001$, $d = 0.24$) food shop in-person significantly less frequently than participants in the national sample. Most national-level participants (67.10%) never order groceries online, followed by 18.69% that order groceries online once a month or less. Participants who reside in Atlantic provinces ($t(895.79) = 6.20$, $p < 0.001$, $d = 0.21$) order groceries online significantly less frequently than participants in the national sample.

When asked how often their household eats meals that were not prepared in their home (e.g., eating at restaurants, ordering take-out for pickup or delivery, etc.), 38.72% of

national-level participants reported once a month or less, 23.67% reported once a week, and 22.45% reported once every two weeks. Participants who reside in Atlantic provinces ($t(835.93) = 5.64$, $p < 0.001$, $d = 0.22$) ate food prepared outside their homes significantly less frequently than participants in the national sample.

Nationally, participants most often reported that they plan meals in advance sometimes (37.64%), followed by most of the time (23.76%), and then about half of the time (19.88%). Before grocery shopping, 44.42% of national-level participants check what food is already in the house most of the time, followed by 34.90% who reported that they always check what food they have at home before buying more. Further, 47.17% of national-level participants always write a list of the food that they need to purchase before food shopping, and another 30.86% reported that they make a list most of the time.

Given that unplanned, impulse, and bulk food purchases are determinants of avoidable food waste generation, these findings validate the need for further household- and retail-level policies, programs, and initiatives that address these types of purchases.

Most national-level participants (55.76%) reported that they sometimes purchase food that they did not intend to buy before beginning to shop. Another 20.06% of participants reported that they make unintentional food purchases about half the time, and 16.76% reported that they purchase food that they did not originally intend to most of the time. Advertisements and/or in-store promotions are thought to be a primary driver of unplanned food purchases [30]. Nationally, 49.37% of participants sometimes purchase food in bulk (e.g., multi-packs, shopping at wholesale stores, etc.), followed by 24.01% who reported that they purchase in bulk about half the time, and another 16.08% that reported buying food in bulk most of the time. Buying items in larger quantities or bulk packages appear to be largely attributed to financial motivators, as these products are typically priced at a lower cost per unit [30]. Compared to the national sample, Quebec-based participants ($t(1,589.67) = 8.02, p < 0.001, d = 0.24$) and participants residing in the Territories ($t(72.38) = 2.73, p = 0.008, d = 0.31$) purchase food in bulk significantly less frequently, while Saskatchewan-based participants ($t(1,461.32) = -10.17, p < 0.001, d = -0.33$) purchase food in bulk significantly more frequently. Given that unplanned, impulse, and bulk food purchases are statistically significant determinants of avoidable food waste generation, with fewer unintentional, impulse, and bulk

food purchases associated with less food waste [24, 30, 34], these findings validate the need for further policies, programs, and initiatives at the household- and retail-level that aim to mitigate these types of purchases and/or equip households with the food skills needed to better manage the food purchased within these circumstances.

Current economic and political contexts may be influencing behaviours related to food provisioning. When asked how often their household prioritizes buying food that was grown and/or produced in Canada, 35.80% of national-level participants reported that they do so most of the time. Another 24.57% of participants reported that they prioritize buying Canada-based food sometimes, followed by 19.02% that reported about half the time, and 15.50% that reported always. Further, 85.89% of national-level participants reported that their household has made changes to their grocery shopping to save money due to the rising cost of food (e.g., shopping at stores with lower prices, buying in bulk, only buying food that is on sale, etc.) (i.e., agreed or strongly agreed). Reported changes to grocery shopping was positively and significantly associated with concerns about the rising cost of food ($r(8,115) = 0.39, p < 0.001$) and being motivated to reduce food waste as a means to save money ($r(8,110) = 0.35, p < 0.001$).



86% of national-level participants reported that their household has made changes to their grocery shopping to save money due to the rising cost of food.

Table 8.
Comparison of food provisioning variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
In-person shopping	4.06 (0.89)	4.12 (0.90)**	3.87 (0.95)***	4.00 (0.84)**	3.92 (0.89)**	4.14 (0.88)***	4.08 (0.87)	4.01 (0.91)	4.11 (1.00)
Online shopping	1.57 (0.97)	1.60 (1.03)	1.61 (0.97)	1.53 (0.90)	1.62 (0.97)	1.64 (1.01)***	1.48 (0.94)***	1.38 (0.84)***	1.50 (1.04)
Eat food prepared outside your home	2.99 (1.13)	3.12 (1.13)***	2.88 (1.09)**	3.05 (1.07)	2.91 (1.15)	3.07 (1.15)***	2.84 (1.15)***	2.77 (1.12)***	2.79 (1.17)
Meal planning	2.89 (1.16)	2.89 (1.16)	2.84 (1.17)	2.86 (1.16)	2.82 (1.19)	2.90 (1.18)	3.06 (1.14)***	2.71 (1.11)***	2.63 (1.16)
Check at-home before shopping	4.02 (0.98)	4.03 (0.97)	4.06 (0.99)	3.99 (0.91)	4.03 (0.94)	4.00 (1.01)	4.06 (0.96)	3.98 (1.01)	3.88 (1.02)
Shopping list	4.09 (1.11)	4.03 (1.13)*	4.09 (1.11)	4.19 (1.02)***	4.24 (1.01)**	4.03 (1.16)**	4.10 (1.10)	4.14 (1.10)	3.81 (1.29)
Unintentional purchases	2.66 (0.95)	2.64 (0.95)	2.62 (0.97)	2.77 (0.96)***	2.72 (0.99)	2.64 (0.96)	2.63 (0.92)	2.62 (0.92)	2.66 (0.99)
Bulk purchases	2.57 (0.94)	2.68 (0.94)***	2.71 (0.99)***	2.84 (0.94)***	2.64 (0.96)	2.44 (0.92)***	2.37 (0.87)***	2.49 (0.94)*	2.28 (0.91)**
Prioritize buying Canadian	3.32 (1.15)	3.30 (1.17)	3.25 (1.19)	3.15 (1.14)***	3.38 (1.14)	3.32 (1.18)	3.42 (1.01)***	3.52 (1.15)***	3.33 (1.21)
Recent shopping changes	4.29 (0.86)	4.30 (0.84)	4.36 (0.84)*	4.23 (0.88)**	4.33 (0.82)	4.24 (0.88)***	4.31 (0.93)	4.47 (0.71)	4.29 (0.81)

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.

Bold text indicates statistical significance as well as an effect size > 0.20 .

42% of participants store most fresh fruit at room temperature, rather than in the fridge where it will last longer. Given that fruit is one of the most commonly wasted types of food at the household-level, this finding highlights a key knowledge and/or behavioural gap.

3.8 Behaviours related to food storage

Table 9 presents national- and provincial/territorial-level behavioural results related to food storage. Nationally, 43.11% of participants reported that most of the time they consider the best way and place to store perishable food to keep items fresh for longer. Another 31.53% of participants reported that they always consider how to best store perishable food, followed by 13.98% that reported that they sometimes consider this topic. At the national-level, 42.10% of participants store most fresh fruit (e.g., apples, oranges, etc.) at room temperature, such as on the counter or in a fruit bowl. Given that storing most fresh fruit in the fridge will considerably extend its shelf life, and that fruit is one of the most commonly wasted types of food at the household-level, this finding highlights a key knowledge and/or behavioural gap.

When asked how often their household manages the food in their home (e.g., organizing items by what needs to be eaten first, moving items to the freezer, etc.), 43.43% of national-level participants reported most of the time, followed by 24.28% that reported always, 16.38% that reported sometimes, and 13.06% that reported about half the time. Nationally, 29.48% of participants never label food to indicate the date it was opened, purchased, put

in the freezer, etc.. Another 27.74% of participants reported that they sometimes label food, followed by 21.11% that reported labelling their food most of the time. Quebec-based participants ($t(1,521.02) = 6.82, p < 0.001, d = 0.22$) reported that they label their food significantly less frequently than the national sample. At the national-level, participants reported that they freeze food to extend its shelf life most of the time (40.01%), followed by always (26.44%), sometimes (16.73%), and about half the time (15.83%).

Nationally, 44.63% of participants always save leftover meals to eat later and 33.36% reported that they save leftovers most of the time. Similarly, 42.72% of national-level participants always save leftover ingredients (e.g., half a can of coconut milk) to use in the preparation of a future meal. Another 31.52% of participants reported that they save leftover ingredients most of the time, followed by 15.64% that reported saving leftover ingredients sometimes. Participants residing in the Territories ($t(72.14) = 2.13, p = 0.037, d = 0.28$) saved leftover ingredients significantly less frequently than participants in the national sample.

Table 9.

Comparison of food storage variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Perishable food considerations	3.89 (1.05)	3.88 (1.07)	3.88 (1.04)	3.95 (1.01)*	3.98 (1.00)	3.87 (1.09)	3.83 (1.02)*	3.93 (1.04)	3.97 (1.10)
Fruit storage	3.03 (0.96)	3.06 (1.23)	3.08 (1.26)	2.93 (1.21)**	2.91 (1.25)	2.98 (1.23)	3.06 (1.28)	3.16 (1.20)**	3.30 (1.21)
Manage at-home food	3.70 (1.09)	3.65 (1.11)	3.74 (1.08)	3.65 (1.13)	3.72 (1.02)	3.68 (1.11)	3.78 (1.02)**	3.78 (1.09)*	3.50 (1.20)
Label food	2.56 (1.38)	2.53 (1.38)	2.75 (1.43)***	2.64 (1.35)*	2.81 (1.36)***	2.50 (1.37)*	2.30 (1.35)***	2.75 (1.37)***	2.64 (1.43)
Freeze food	3.74 (1.06)	3.66 (1.09)**	3.85 (1.01)**	3.84 (0.98)***	3.91 (1.00)***	3.65 (1.12)***	3.73 (1.04)	3.89 (1.01)***	3.63 (1.01)
Save leftover meals	4.11 (1.01)	4.08 (1.01)	4.07 (1.05)	4.18 (0.96)*	4.12 (1.02)	4.05 (1.04)**	4.28 (0.93)***	4.03 (1.04)*	3.96 (1.08)
Save leftover ingredients	3.98 (1.14)	3.99 (1.14)	3.92 (1.16)	3.93 (1.15)	4.02 (1.14)	3.97 (1.14)	4.15 (1.06)***	3.85 (1.20)**	3.67 (1.25)*

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.

Bold text indicates statistical significance as well as an effect size > 0.20 .



3.9 Behaviours related to food preparation

National- and provincial/territorial-level behavioural results related to food preparation are presented in Table 10. The quantity of food prepared in Canadian households appears to be influenced by varying preferences and approaches, with some households regularly preparing new meals and other households often applying a batch cooking or equivalent strategy. When asked how often their household considered portion sizes so that just enough food is prepared (i.e., no leftovers), national-level participants reported most of the time (31.11%), followed by sometimes (30.41%). Nationally, 35.69% of participants reported that, most of the time, they intentionally prepare extra food for future, planned meals (e.g., a ‘cook once, eat twice’ approach). This was followed by 25.73% of participants who reported

sometimes preparing extra food intentionally, and 21.69% of participants who reported intentionally preparing extras about half the time. Quebec-based participants ($t(1,555.65) = -8.94, p < 0.001, d = -0.28$) reported that they intentionally prepare extra food significantly more frequently than the national sample. When asked how often their household prepares extra food ‘just in case’, 46.28% of national-level participants do so sometimes, while 25.75% of participants reported never preparing extra food for this reason. Most national-level participants (61.20%) reported that they sometimes unintentionally prepare extra food (e.g., wrong portion size for the number of people, varying food preferences, etc.), and another 24.33% of participants reported that this circumstance never occurs in their household.

Table 10.
Comparison of food preparation variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Prepare just enough	3.00 (1.22)	3.02 (1.23)	3.03 (1.22)	2.88 (1.21)***	2.85 (1.13)*	3.02 (1.20)	3.03 (1.28)	3.06 (1.18)	2.89 (1.28)
Intentionally prepare extra	3.32 (1.09)	3.32 (1.11)	3.30 (1.07)	3.38 (1.08)*	3.22 (1.05)	3.23 (1.10)***	3.58 (1.03)***	3.20 (1.09)**	3.11 (1.08)
Prepare extra just in case	2.22 (1.08)	2.22 (1.09)	2.24 (1.04)	2.17 (1.10)	2.24 (1.02)	2.18 (1.07)*	2.36 (1.09)***	2.20 (1.05)	2.27 (1.11)
Unintentionally prepare extra	1.97 (0.78)	1.96 (0.78)	1.99 (0.79)	1.96 (0.77)	1.99 (0.70)	1.94 (0.77)	2.03 (0.85)**	1.94 (0.75)	2.01 (0.85)

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.

Bold text indicates statistical significance as well as an effect size > 0.20 .



One-third of national-level participants who have access to a green bin or equivalent program reported that they dispose of food waste in their green bin half the time or less.

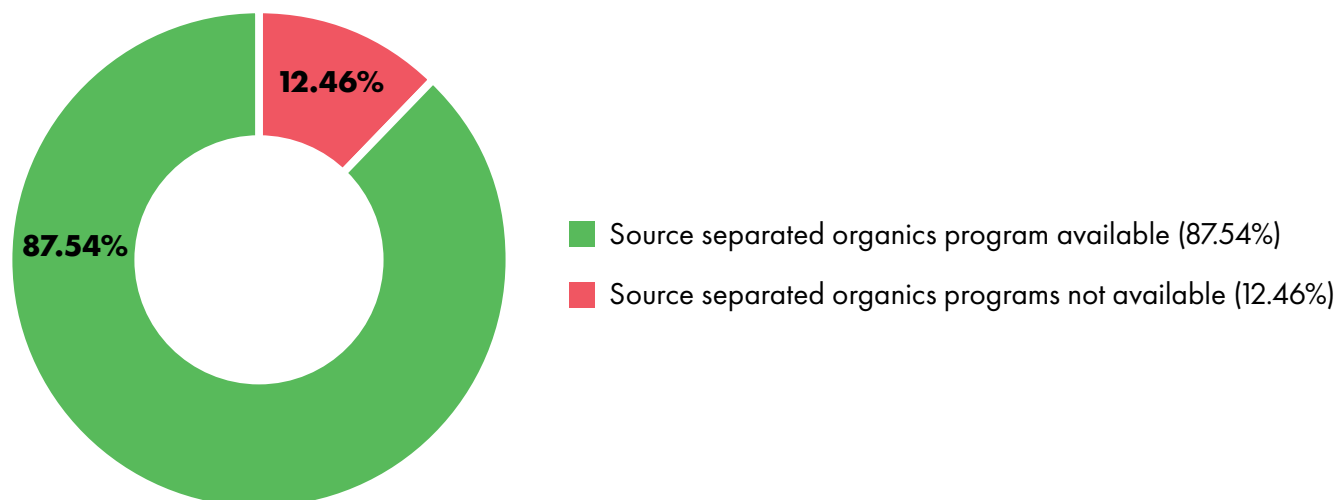
3.10 Behaviours related to food disposal

Table 11 presents national- and provincial/territorial-level behavioural results related to food disposal. Nationally, only 12.46% of participants reside in communities that do not have a source separated organics program (e.g., a green bin program) (Figure 7). The remaining 87.54% of participants reside in communities with a curbside organics stream. Across the national sample, 40.61% of participants reported that they never dispose of wasted food in the garbage (i.e., landfill or incineration stream). However, 30.87% of participants reported that they sometimes send food waste to landfill or incineration, and another 28.53% reported that they dispose of food waste in the garbage about half the time or more frequently. There was a negative and significant correlation between the frequency of sending food waste to landfill and the frequency of diverting food waste through source separated organics

programs ($r(8,099) = -0.52, p < 0.001$). This finding suggests that participants who frequently dispose of food in the garbage engage in curbside organics programs less often. Manitoba-based participants ($t(407.80) = -12.81, p < 0.001, d = -0.69$) dispose of food waste in the garbage significantly more frequently than the national sample. Some participants who reside in communities with curbside organics collection may be residents of multi-unit residential buildings that do not provide access to organics diversion because their waste is serviced privately, rather than through a municipal or regional government. However, given that most participants in the national sample (59.40%) reported sending food waste to landfill, it is likely that many participants with access to a curbside organics diversion program continue to dispose of food waste in the garbage.

Figure 7.

Percentage of participants who reside in communities with source separated organics programs.



Given that most participants (59%) reported sending food waste to landfill, it is likely that many participants with access to a curbside organics diversion program continue to dispose of food waste in the garbage.

Nationally, 45.94% of participants who have access to a green bin or equivalent program reported that they always dispose of food waste in their green bin, and another 20.87% reported that they divert food waste through their organics stream most of the time. However, 33.24% of national-level participants who have access to a green bin or equivalent program reported that they dispose of food waste in their green bin half the time or less (e.g., sometimes or never). Manitoba-based participants ($t(429.26) = 28.50$, $p < 0.001$, $d = 1.24$) as well as participants residing in the Territories ($t(72.25) = 2.77$, $p = 0.007$, $d = -0.20$) diverted food waste through a curbside organics program significantly less frequently than the national sample. These findings highlight a clear need for further policies, programs, and initiatives that aim to improve food waste diversion behaviours — especially in communities with curbside source separated organics programs.

Only 18.52% of national-level participants frequently dispose of food waste in a backyard, community garden,

or indoor (e.g., vermicomposting) composter (i.e., about half the time, most of the time, or always). Manitoba-based participants ($t(394.95) = -4.21$, $p < 0.001$, $d = -0.27$) diverted food waste through an on-site composter significantly more frequently than the national sample. Garburators are also not used very often across the participant sample. Nationally, 10.16% of participants reported that they use a garburator to dispose of food waste at least sometimes (i.e., sometimes, about half the time, most of the time, or always). Some participants also feed food scraps to pets. Nationally, 20.49% of participants sometimes feed food scraps to pets, while 9.62% do so more frequently (i.e., about half the time, most of the time, or always). Manitoba-based participants ($t(397.53) = -3.27$, $p = 0.001$, $d = -0.20$) as well as participants residing in the Territories ($t(72.24) = -2.70$, $p = 0.009$, $d = -0.32$) reported that they feed food scraps to pets significantly more frequently than the national sample.



Table 11.

Comparison of food disposal variables by provincial/territorial groups.

	National Mean (SD)	British Columbia Mean (SD)	Alberta Mean (SD)	Saskatchewan Mean (SD)	Manitoba Mean (SD)	Ontario Mean (SD)	Quebec Mean (SD)	Atlantic provinces Mean (SD)	Territories Mean (SD)
Garbage	2.19 (1.35)	2.01 (1.26)***	2.34 (1.33)**	2.20 (1.30)	3.07 (1.35)***	2.14 (1.36)*	2.06 (1.25)***	2.37 (1.48)***	2.49 (1.46)
Green bin	3.26 (1.85)	3.52 (1.76)***	3.14 (1.84)	3.47 (1.68)***	1.14 (1.46)***	3.37 (1.87)***	3.46 (1.68)***	2.95 (1.98)***	2.65 (1.87)**
On-site composter	1.52 (1.42)	1.49 (1.43)	1.43 (1.33)	1.58 (1.34)	1.88 (1.72)***	1.50 (1.39)	1.36 (1.36)***	1.67 (1.53)**	1.60 (1.48)
Garburator	0.80 (0.89)	0.90 (0.93)***	0.88 (0.94)*	0.83 (0.95)	0.77 (1.07)	0.75 (0.85)**	0.71 (0.76)***	0.73 (0.80)*	0.83 (0.86)
Feed pets	1.20 (1.16)	1.21 (1.19)	1.33 (1.30)**	1.28 (1.13)*	1.42 (1.34)**	1.10 (1.10)***	1.05 (1.02)***	1.33 (1.21)**	1.57 (1.17)**

Independent samples t-tests (2-tailed): * $p < 0.05$ level; ** $p < 0.01$ level; *** $p < 0.001$ level.

Bold text indicates statistical significance as well as an effect size > 0.20 .





4.0 Conclusion

To date, and to the best of our knowledge, this research is the largest study of household food wasting in Canada. As such, the results of this research strengthen our understanding of knowledge, attitudes, and behaviours related to the generation of food waste at the household-level, especially within the current contexts of the cost-of-living crisis, declining food security, and the 'Buy Canadian' movement.

Nationally, most participants reported strong alignment with food waste reduction values, as evidenced by agreement on trying to waste as little food as possible, acknowledging a shared responsibility to reduce food waste, and experiencing negative emotions when wasting food. Most participants reported knowledge of and concerns about economic, social, and environmental factors related to food and food waste. In particular, financial concerns appear to be a primary motivator for reducing household food waste, with most participants reporting that they are worried about rising food prices; access to affordable, nutritious, and culturally appropriate food in their community; and food insecurity. In response to the cost-of-living crisis, most participants also reported recent changes to their food shopping behaviours as a means to save money. Coinciding with recent economic and geopolitical shifts, many participants reported that

they prioritize purchasing Canada grown/produced food, and actively track country-of-origin labelling. Thus, current contexts may be fostering a unique opportunity to enhance food systems knowledge across the general public.

While the majority of participants reported that they are aware of how much food their household wastes, the validity of these perceptions is uncertain — especially because most participants also claimed that their household wastes less food than most other households in Canada. However, it appears that participants may have a strong understanding of the types of food their household predominantly wastes, namely fruit and vegetables, and bread and bakery products. While this study did not directly measure household-level food waste generation, these findings align with previous Canada-based research [17, 21, 22, 23, 24, 25, 26, 27]. Given participants' strong intentions to avoid wasting food, awareness of their most-wasted food category may guide them toward targeted food literacy education for those specific items.

Despite frequent engagement in proactive shopping habits — such as meal planning, creating shopping lists, and checking at-home inventory — unplanned and bulk food purchasing remain prevalent among participants.



To date, and to the best of our knowledge, this research is the largest study of household food wasting in Canada.

Given that these types of food purchases are statistically significant determinants of avoidable food waste generation [24, 30, 34], further household- and retail-level policies, programs, and initiatives are needed to mitigate these types of purchases and/or equip households with the food skills needed to better manage the food purchased within these circumstances.

This study identified several knowledge and value-action gaps related to food literacy and food skills. For example, while most participants recognize that refrigerator organization can impact how quickly food spoils, a substantial portion of the national sample routinely stores fresh fruit at room temperature, missing an opportunity to extend shelf life. Despite leftovers being reported as a frequently discarded type of food, most participants reported that they enjoy eating leftovers. This finding suggests that wasting leftovers is likely driven by gaps in food literacy, such as a limited ability to identify if food is safe to eat, rather than a lack of appeal. Perhaps most

notably, less than half of participants know that best before dates do not indicate food safety. As a result, many participants reported that their household throws away food when a product's best before date has passed, suggesting that safe, edible food is commonly discarded prematurely due to date-label confusion. These results justify the need for further policies, programs, and initiatives that aim to increase knowledge of best before dates and strengthen food skills related to food safety.

This study also identified misconceptions related to food waste disposal and their potential impacts on food waste reduction and diversion. Many participants perceive wasting food to be acceptable as long as it is disposed of in a green bin or is composted. This suggests that source separated organics programs may inadvertently decouple the act of wasting food from its negative environmental impacts. Further, some participants mistakenly think that landfilling organic waste is harmless and are unaware of — or fail to recognize — the climate impacts of food

Less than half of participants know that best before dates do not indicate food safety. As a result, many participants reported that their household throws away food when a product's best before date has passed, suggesting that safe, edible food is commonly discarded prematurely due to date-label confusion.

Many participants perceive wasting food to be acceptable as long as it is disposed of in a green bin or is composted. This suggests that source separated organics programs may inadvertently decouple the act of wasting food from its negative environmental impacts.

decomposition in landfill environments. Although most participants reside in communities with curbside organics collection, household engagement with these diversion streams remains inconsistent. One-third of participants with access to an organics program reported minimal to no utilization, and most participants across the country continue to dispose of food waste in the garbage at least occasionally. Alternative disposal methods — such as backyard or community composting, garburators, and feeding food scraps to pets — remain secondary practices utilized consistently by only small segments of the national sample. These findings highlight a gap in how many municipal and regional governments in Canada approach public education on food waste. Rather than relying solely on instructional guidance for waste sorting, governments seeking to minimize household-level food waste generation and improve green bin capture rates should consider implementing policies, programs, and initiatives that build food agency and empower their residents with the practical skills and confidence needed to manage food effectively.

As stated by Quested et al. [20]: “the generation of food waste is best viewed not as a single behaviour, but as the result of multiple behaviours” (p. 44). Knowledge of how food literacy; reduction motivators; relevant attitudes; and behaviours related to food provisioning, storage, preparation, and disposal influence household food wasting contributes to our understanding of the complex, intersecting factors that result in wasted food. A stronger understanding of these factors can be used to inform the development of policies and programs that aim to reduce household-level food wasting, save Canadians money, and improve food literacy levels. At Love Food Hate Waste Canada, this research will inform the development of future programming and be used to assess changes to household food wasting over time and across Canadian geographies.



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Appendix A: Survey

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 by May 27, 2026. The research team will need 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.

This letter is yours to keep for future reference.

Love Food Hate Waste Canada's 2026 National Food Study

Part I: Participant Consent

1. Do you consent to participate in this survey?
 - ◇ Yes, I consent.
 - ◇ No, I do not consent.
2. Would you like to enter a draw to win \$1,000 in grocery gift cards or one of 40 National Food Prize Packs (valued at \$200 each) for participating in this survey?
 - ◇ Yes.
 - ◇ No.
3. Please enter your email address.

Part II: Knowledge, Attitudes, and Behaviours

This section will ask you about your knowledge, attitudes, and behaviours. There are no right or wrong answers.

In this section, the term “food waste” is used to describe food that, at some point, could have been eaten (e.g., pizza, blueberries, tofu, etc.). Please do not include components of food that are not edible (e.g., coffee grounds, egg shells, banana peels, etc.).

4. I try to waste as little food as possible.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
5. I feel bad when I throw away food.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
6. Everyone, including me, has a responsibility to reduce food waste.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
7. My household likely throws away less food than most other households in Canada.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
8. I am worried about the rising cost of food in Canada.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
9. I am worried about how many people in Canada go hungry and do not have enough to eat.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
10. I am worried about the environmental impacts of food waste.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree

11. I am worried about access to affordable, nutritious, and culturally appropriate food in my community.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
12. I am worried about eating leftovers due to health risks.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
13. It is important to me that the food I buy was grown and/or produced in Canada.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
14. It is okay to waste food if it is put in a green bin or is composted.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
15. Since food is natural, it can be buried in a landfill without causing harm.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
16. It is difficult for my household to only waste small amounts of food.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
17. I enjoy eating leftovers.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
18. Where I store food in my fridge impacts how long it will last before spoiling.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
19. My household stores most fresh fruit (e.g., apples, oranges, etc.) at room temperature, such as on the counter or in a fruit bowl.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
20. Wasting food contributes to climate change.
 - ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree

21. Wasting food is a waste of money.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
22. Wasting food makes it harder to end hunger and make sure everyone has enough to eat.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
23. In Canada, 'best before dates' indicate food safety.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
24. I know what country the food I buy was grown and/or produced in.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
25. I know how much food my household throws away.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
26. I know what types of food (e.g., fruit, vegetables, bread, etc.) my household throws away most often.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
27. The type of food or specific food item my household throws away most often is:
28. My household throws away food because we often buy too much.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
29. My household throws away food when a product's 'best before date' has passed.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
30. My household throws away food because we are often not sure if food is safe to eat or if it has spoiled.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
31. My household throws away food because we often leave food for too long and it becomes unappetizing or unappealing to eat.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree
32. My household throws away food because me or some of my household members often do not finish their meals.
- ◇ Strongly agree
 - ◇ Agree
 - ◇ Neither agree nor disagree
 - ◇ Disagree
 - ◇ Strongly disagree

33. My household throws away food because we often forget to eat leftover meals and ingredients that we have saved.

- ◇ Strongly agree
- ◇ Agree
- ◇ Neither agree nor disagree
- ◇ Disagree
- ◇ Strongly disagree

34. My household throws away food because we have limited fridge and/or freezer space.

- ◇ Strongly agree
- ◇ Agree
- ◇ Neither agree nor disagree
- ◇ Disagree
- ◇ Strongly disagree

35. Saving money motivates my household to reduce the amount of food we throw away.

- ◇ Strongly agree
- ◇ Agree
- ◇ Neither agree nor disagree
- ◇ Disagree
- ◇ Strongly disagree

36. Saving time motivates my household to reduce the amount of food we throw away.

- ◇ Strongly agree
- ◇ Agree
- ◇ Neither agree nor disagree
- ◇ Disagree
- ◇ Strongly disagree

37. Caring for the planet motivates my household to reduce the amount of food we throw away.

- ◇ Strongly agree
- ◇ Agree
- ◇ Neither agree nor disagree
- ◇ Disagree
- ◇ Strongly disagree

38. Doing the 'right thing' and a sense of moral responsibility motivates my household to reduce the amount of food we throw away.

- ◇ Strongly agree
- ◇ Agree
- ◇ Neither agree nor disagree
- ◇ Disagree
- ◇ Strongly disagree

39. My household has made changes to our grocery shopping to save money due to the rising cost of food (e.g., shopping at stores with lower prices, buying in bulk, only buying food that is on sale, etc.).

- ◇ Strongly agree
- ◇ Agree
- ◇ Neither agree nor disagree
- ◇ Disagree
- ◇ Strongly disagree

40. How often does your household go food shopping in-person?

- ◇ Never
- ◇ Once a month or less
- ◇ Once every two weeks
- ◇ Once a weeks
- ◇ A few times a week
- ◇ Everyday or more

41. How often does your household order groceries online (including store pickup and home delivery)?

- ◇ Never
- ◇ Once a month or less
- ◇ Once every two weeks
- ◇ Once a weeks
- ◇ A few times a week
- ◇ Everyday or more

42. How often does your household eat meals that were not prepared in your home (e.g., eating at restaurants, ordering take-out for pickup or delivery, etc.)?
- ◇ Never
 - ◇ Once a month or less
 - ◇ Once every two weeks
 - ◇ Once a weeks
 - ◇ A few times a week
 - ◇ Everyday or more
43. How often does your household plan meals in advance (e.g., for the week ahead)?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
44. Before food shopping, how often does your household check what food is already in the house?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
45. Before food shopping, how often does your household write a list of the food that needs to be purchased?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
46. While food shopping, how often does your household purchase food that you did not intend to buy before beginning to shop?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
47. How often does your household prioritize buying food that was grown and/or produced in Canada?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
48. How often does your household purchase food in bulk (e.g., multi-packs, shopping at wholesale stores, etc.)?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
49. How often does your household consider the best way and place to store perishable food to keep items fresh for longer?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
50. How often does your household manage the food in your home (e.g., organizing items by what needs to be eaten first, moving items to the freezer, etc.)?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
51. How often does your household label food to indicate the date it was opened, purchased, put in the freezer, etc.?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always

52. How often does your household freeze food to extend its shelf life?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
53. How often does your household consider portion sizes so that just enough food is prepared (i.e., no leftovers)?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
54. How often does your household intentionally prepare extra food for future, planned meals (e.g., a 'cook once, eat twice' approach)?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
55. How often does your household prepare extra food 'just in case'?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
56. How often does your household unintentionally prepare extra food (e.g., wrong portion size for the number of people, varying food preferences, etc.)?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
57. How often does your household save leftover meals to eat later?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
58. How often does your household save leftover ingredients (e.g., half a can of coconut milk) to use in the preparation of a future meal?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
59. How often does your household dispose of food waste in a garbage bin or bag? Please consider all types of wasted food — edible and inedible — in your answer (e.g., blueberries, pizza, egg shells, coffee grounds, etc.).
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
60. How often does your household dispose of food waste in a green bin program (or equivalent municipal/ regional program)? Please consider all types of wasted food — edible and inedible — in your answer (e.g., blueberries, pizza, egg shells, coffee grounds, etc.).
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
 - ◇ Not applicable — my household does not have access to a green bin program

61. How often does your household dispose of food waste in a backyard, community garden, or indoor (e.g., vermicomposting) composter? Please consider all types of wasted food — edible and inedible — in your answer (e.g., blueberries, pizza, egg shells, coffee grounds, etc.).
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
 - ◇ Not applicable — my household does not have access to these
62. How often does your household use a garburator to dispose of food waste? Please consider all types of wasted food — edible and inedible — in your answer (e.g., blueberries, pizza, egg shells, coffee grounds, etc.).
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
 - ◇ Not applicable — my household does not have access to a garburator
63. How often does your household feed food scraps to pets?
- ◇ Never
 - ◇ Sometimes
 - ◇ About half the time
 - ◇ Most of the time
 - ◇ Always
 - ◇ Not applicable — my household does not have a pet to feed food scraps to
64. Where/how do you prefer to access information about food, food skills, and food management (e.g., recipes, storage tips, cooking techniques, etc.)? Please select all that apply.
- ◇ Instagram
 - ◇ Facebook
 - ◇ Pinterest
 - ◇ YouTube
 - ◇ LinkedIn
 - ◇ TikTok
 - ◇ X (Twitter)
 - ◇ Websites (e.g., Love Food Hate Waste Canada)
 - ◇ Television shows
 - ◇ Podcasts and/or radio shows
 - ◇ Books
 - ◇ Magazines
 - ◇ News articles
 - ◇ Email newsletters
 - ◇ Municipal and/or regional government websites
 - ◇ In-person workshops, classes, and/or demonstrations
 - ◇ Virtual workshops, classes, and/or demonstrations
 - ◇ Paper-based flyers, pamphlets, and/or postcards handed out at community events, grocery stores, etc.
 - ◇ Other (please specify):

65. Where have you seen or heard about Love Food Hate Waste Canada? Please select all that apply.

- ◇ Instagram
- ◇ Facebook
- ◇ Pinterest
- ◇ YouTube
- ◇ LinkedIn
- ◇ TikTok
- ◇ X (Twitter)
- ◇ Love Food Hate Waste website
- ◇ Municipal and/or regional government websites
- ◇ In the news
- ◇ Community events
- ◇ Advertisements on garbage trucks
- ◇ Radio advertisements
- ◇ Television advertisements
- ◇ Word of mouth
- ◇ Billboard advertisements
- ◇ Advertisements on waste bins
- ◇ Transit shelter advertisements
- ◇ Other (please specify):

66. I have participated in a previous Love Food Hate Waste Canada challenge, webinar, study, workshop, or event.

- ◇ Yes.
- ◇ No.

67. In the past two weeks, how would you describe the division of food-related responsibilities (e.g., shopping, preparing, cooking, etc.) in your household?

- ◇ I did all the food work
- ◇ I did most of the food work
- ◇ We shared food work equally
- ◇ Someone else did most of the food work
- ◇ Someone else did all of the food work

Part III: Socio-Demographic Information

This section will ask you about your demographics. We collect this information because these variables are important to understanding food management trends. We also use this information to determine which communities and identities are represented in the results of this survey. The results will only be presented for groups so that you will never be individually identifiable.

68. Please input the first three digits of your postal code (e.g., A1A):

69. What is your current age in years?

70. What is your gender identity?

71. How many people, including yourself, currently live in your household?

72. How many children (under 18) currently live in your household?

73. Which of the following best describes your ethnic identity? Please select all that apply.

- ◇ Black (e.g., African ancestry, Afro-Caribbean, African Canadian, etc.)
- ◇ East Asian (e.g., Chinese, Japanese, Korean, etc.)
- ◇ Indigenous locally (e.g., First Nation, Métis, Inuit)
- ◇ Indigenous globally (e.g., Maori, Australian Aboriginal, South American Indigenous, etc.)
- ◇ Latino, Latina, or Latinx (e.g., South American, Central American, etc.)
- ◇ South Asian (e.g., Bangladeshi, Pakistani, Indian, Sri Lankan, etc.)
- ◇ South East Asian (e.g., Vietnamese, Thai, Cambodian, Malaysian, Filipino, etc.)
- ◇ West Asian or Middle Eastern (e.g., Iranian, Afghani, Lebanese, etc.)
- ◇ White (e.g., European ancestry)
- ◇ My racial identities are not represented on this list (please specify):

74. Which of the following best describes the highest level of education you have achieved?

- ◇ Some high school
- ◇ High school diploma
- ◇ Some college or trades training
- ◇ College diploma, degree, or trade certificate
- ◇ Some university
- ◇ University degree (e.g., BA, BSc, BFA, BEng, etc.)
- ◇ Some postgraduate studies (e.g., medicine, law, graduate studies, etc.)
- ◇ Postgraduate degree (e.g., MD, JD, MA, MSc, PhD, etc.)

75. Which of the following best describes your current household composition?

- ◇ I live on my own
- ◇ I live with my partner without any children
- ◇ I live with my child/children with no partner
- ◇ My partner and I live with our child/children
- ◇ I live with roommates
- ◇ I live with parents and/or other family members
- ◇ I live in a multi-generational household
- ◇ I live in a shared household with multiple families
- ◇ I live in a student residence without a kitchen
- ◇ Other (please specify):

76. What is your before tax annual household income?

- ◇ Less than \$40,000
- ◇ \$40,001 to \$60,000
- ◇ \$60,001 to \$80,000
- ◇ \$80,001 to \$100,000
- ◇ \$100,001 to \$120,000
- ◇ \$120,001 to \$140,000
- ◇ \$140,001 to \$160,000
- ◇ \$160,001 to \$180,000
- ◇ \$180,001 to \$200,000
- ◇ \$200,001+

Part IV: Future Opportunities

77. Are we able to contact you about future Love Food Hate Waste Canada research opportunities at the email address you've provided?

- ◇ Yes.
- ◇ No.

78. Would you like to subscribe to Love Food Hate Waste Canada's free, monthly newsletter to receive simple tips, strategies, and ideas to help you waste less and save more? You can unsubscribe at any time.

- ◇ Yes.
- ◇ No.