



**LOVE  
FOOD**  
hatewaste

**J'AIME  
MANGER**  
pas gaspiller

**FoodMesh**   
Give food a second chance

ONTARIO FOOD COLLABORATIVE

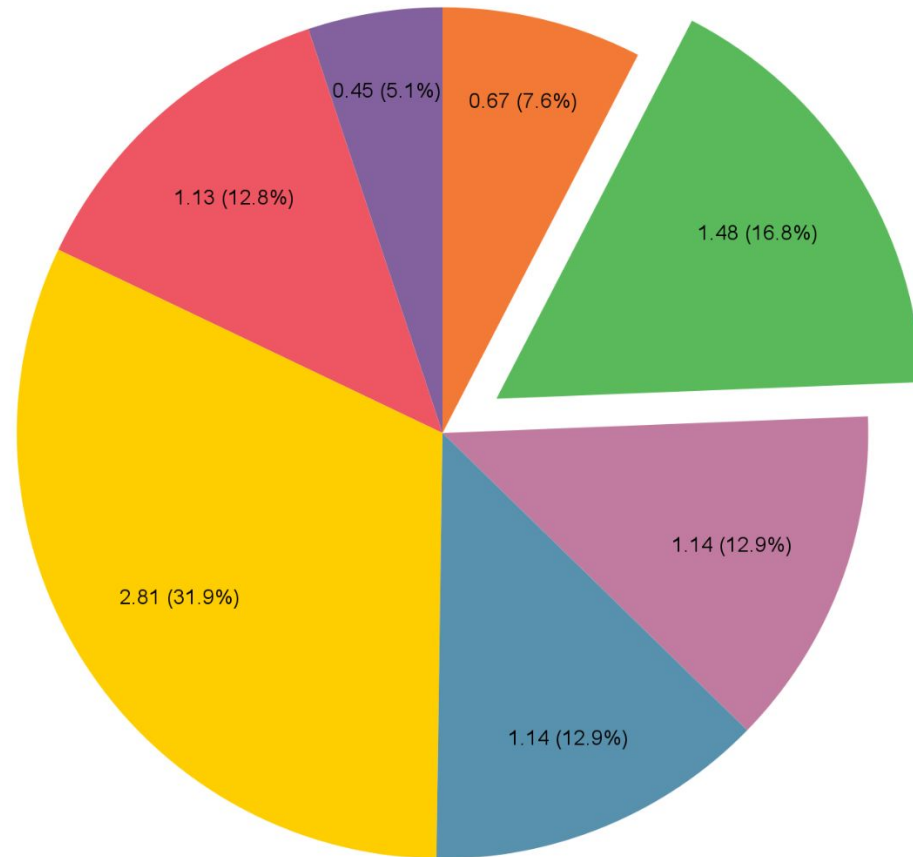
How *Love Food Hate Waste* can help you prevent avoidable  
household food waste and reduce municipal waste costs

Megan Czerpak | July 2025

# Where the waste occurs

Tonnage (in millions) and percentage of avoidable (potentially edible) food waste

In the household



● HRI ● Household ● Retail ● Distribution ● Processing/manufacturing ● Storage/grading ● Preharvest

46%

of food is wasted in  
Canada



# Household waste: by the numbers



63%

Amount of food that's thrown away  
that could have been eaten.



140  
kg

Amount of edible food the average  
Canadian household wastes each  
year.



\$1,300

Amount the average household  
spends every year on food that's  
wasted.



6.9 million  
tonnes

Amount of greenhouse gas  
emissions Canada's households food  
waste produces each year.

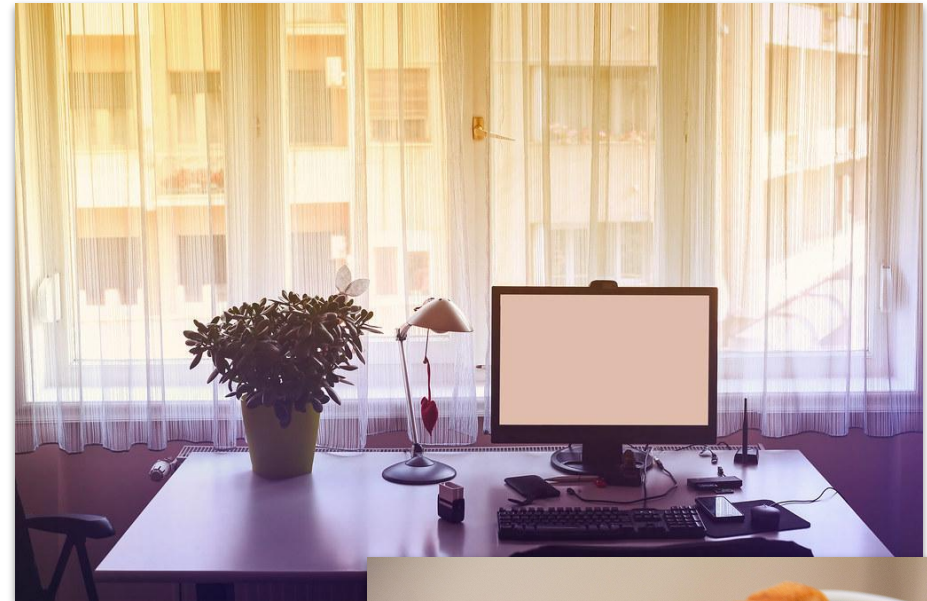






# Changing work behaviours = even more waste

- Canada now leads the world in remote work among college-educated professionals
- “The kitchen table has re-emerged as the new lunchroom for millions of Canadians”
- Misunderstood date labels, poor storage habits, and unrealistic meal planning are all contributing to an increasing food waste



From '[Canada is leading world in WFH and it's quietly changing the way we eat](#)' by Sylvain Charlebois, director of the Agri-Food Analytics Lab at Dalhousie University (published in the *Toronto Sun*, April 2025)



# How much is this costing you?

## Municipality Savings Calculator

How much could your municipality save by cutting food waste?

How many households in your municipality?

400,000

Calculate my avoidable costs →



# Significant cost-saving opportunity

How much could your municipality save by cutting food waste?

How many households in your municipality?

400,000

Avoidable waste costs your municipality

**\$ 19,600,000 per year**

This calculation uses national average hauling costs of \$ 350 per metric tonne, and a national average of 140 kg of waste per household.

Sources: 1. [Avoidable Crisis of Wasted Food](#) 2. [love food hate waste](#)



# What you're up against

Top barriers facing Municipalities trying to enforce source separated organics program:

1. **Lack of interest or understanding**
2. **Lack of communications expertise**
3. **Lack of data**

*Perspectives on Barriers, Opportunities and Drivers to Influence Prevention and Diversion of Organic Food Waste in the Single-Family Residential Sector*

Study by Environment and Climate Change Canada (ECCC)



**WHAT WE HEARD:  
Perspectives on  
Influencing Organics  
Diversion in the Single-  
Family Residential Sector  
in Canada**

—Final Report—



## Lack of Communication Expertise

This barrier was primarily cited by communities with existing programs including those with decades of experience in organics diversion programs. Municipalities and regional service providers felt that they lacked expertise in developing communication strategies to specifically drive behaviour change, and knowledge of best practices to clearly communicate messaging to residents on the “why” to participate. In many parts of the country, this messaging is the responsibility of solid waste staff who wear many hats – public communication is a small part of their job. These participants believed that communications regarding clear messaging on “why” people should participate could be supported by other levels of government. The following sub-points were made to expand on specific elements related to this barrier, and where support was most needed:

- Support with communications messaging on why it is important for the local community (how it is connected to landfill capacity).
- Support with communications messaging on how food waste is a valuable material that contributes to soil health and can be used on agricultural land and/or by the local community.
- Support with communications messaging on linking participation to global environmental benefits of addressing climate change.
- Support with communications messaging that diverting waste food is not difficult and how best to minimize the “yuck” factor.
- Support with communications messaging that is simple, easy to understand, and consistent across the country.



# How the Love Food Hate Waste campaign can help

1. Reduce your costs associated with waste collection
2. Minimize contamination in diversion streams
3. Mitigate landfill capacity concerns
4. Meet your climate and/or waste targets



# An opportunity to join the global movement

Globally recognized and proven behaviour-change campaign with a worldwide network of stakeholders working together to address food waste in the home.



Active in

**10 countries**

England, Wales, Scotland, Australia, Czech Republic, Hungary, New Zealand, Saudi Arabia, and Slovakia

**7 YEARS**  
in Canada



Reached over 20 million Canadians through our campaigns.



Built an engaged online following of over 100,000 Canadians through social media and our newsletter.

Our local  
implementation  
partners



RECYC-QUÉBEC

Québec



# How we can help you

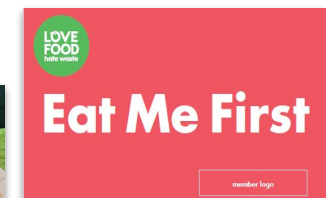
Raise awareness of the problem



Give them a reason to care with simple, consistent messages

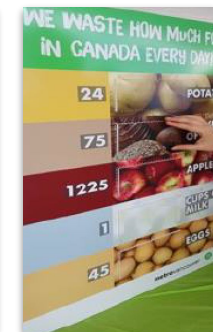


Provide ready-made education resources



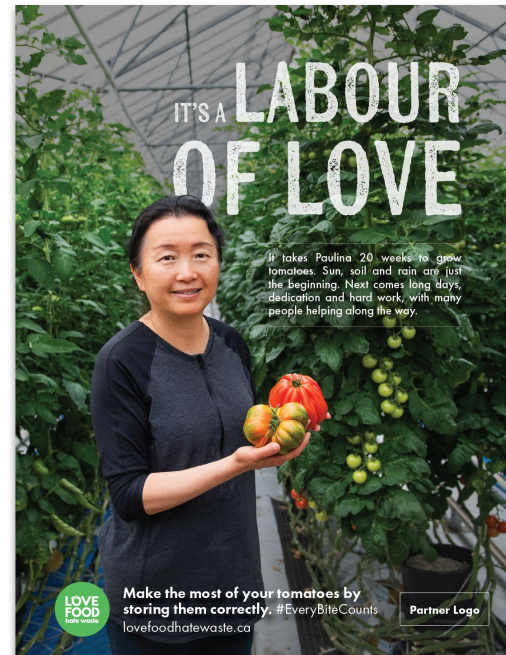
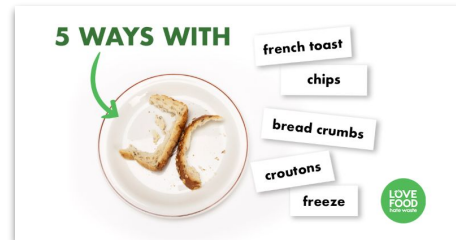
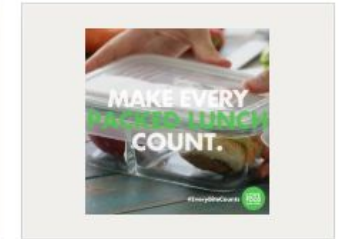
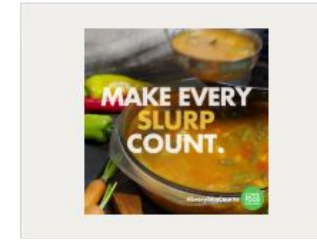
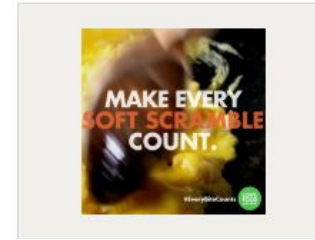
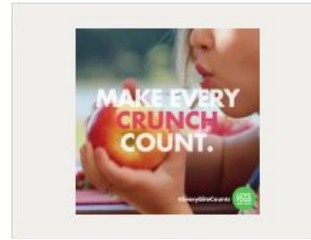


# Tools to help you execute your marketing campaigns





# Our national campaigns in action



# Evidence that targeted messaging results in behaviour change

- 85% of Canadians decreased their food waste at home based on the tips and actions provided after the 4 week challenge.
- The top two reasons for food waste at home is because plans change during the week, or groceries are bought without a plan.
- Reached over 3 million Canadians from our communications campaign.
- Had close to 100,000 visits to the website during our campaign period.
- Actively engaged over 1900 Canadians in a weekly tip challenge.
- Organically developed a community of practice through online dialogue via Facebook where participants activity shared tips, ideas, asked questions and share recipes to help prevent food waste at home.





# A unique opportunity this fall

23%

of avoidable food waste is caused by the misuse and misunderstanding of best before dates.



Debunk the myth that food is bad once it passes its best before date

→ Increase people's comfort in eating close-dated foods

→ Highlight the financial benefits of spending more time with their food

→ Provide guidance on how to properly read date labels

→ Provide strategies on how to use up food that is nearing the end of its life



# Supporting your data needs

- Food waste composition study
- Evaluating household level food waste reduction and diversion interventions
- Measuring knowledge, attitudes and behaviours in your community





# Join the fight against food waste

Collaboration is critical to driving lasting change



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