Love Food, Hate Waste

CAMPAIGN INTRODUCTION

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Sustainability Community Breakfast
Tackling Food Waste: A National Strategy – Regional Initiatives
December 15, 2016
Targeting household food waste
Baseline research

- November 2014
- 500 completed kitchen diaries
- 80 food scrap and garbage bins
- Pre-diary surveys – audience attitudes
What is wasted?

Over half of the food we dispose of in the Metro Vancouver region should have been eaten.
<table>
<thead>
<tr>
<th>Food Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eggs</td>
<td>30,000</td>
</tr>
<tr>
<td>Potatoes</td>
<td>80,000</td>
</tr>
<tr>
<td>Apples</td>
<td>55,000</td>
</tr>
<tr>
<td>Glasses of Milk</td>
<td>70,000</td>
</tr>
<tr>
<td>Loaves of Bread</td>
<td>32,000</td>
</tr>
</tbody>
</table>
Why do we waste food?
Campaign approach
Strategy

Help people feel they have the capacity to waste less by making small, incremental changes.
Content-driven

Here's how Margit keeps her green onions and radishes fresher for longer. #nofoodwasted

[Link](https://www.oly.com/4mZJPP)

10:48 AM - 1 May 2016

Line green onions and radishes with paper towel before putting in the fridge
Food Hack videos

• Simple tips for making the food in your kitchen last longer and reducing waste
Kitchen Basics videos

- Tips to improve kitchen skills while paying attention to avoidable food waste
Tips to keep food fresher for longer

HIGH HUMIDITY DRAWER
VEGETABLES that WILT: Carrots, leafy greens, broccoli, asparagus, cabbage, cauliflower, cucumber, green beans, lettuce, spinach, squash, kiwi, peppers

LOW HUMIDITY DRAWER
Ethylene Producers: FRUITS and some VEGETABLES: Apples, pears, grapes, mushrooms, peppers, melons, tomatoes, peaches, papayas, mangoes, oranges, lemons.
Recipes that help you calculate perfect portions

Menu Set 12
- Roasted Pork Loin with Seasoned Lentils
- Chicken Cheddar Burger
- Fish Cakes
- Beef Stir Fry with Mushroom and Broccoli
- Deep Fried Calamari

Menu Set 11
- Shrimp and Tomato Pesto with Saffron
- Chicken and Vegetable Pesto with Garlic Cream Sauce
- Swedish Meatballs with Lingonberry Herb Sauce
- Salmon Steak with Demi-Glace Reduction
- Vietnamese Stir Fried Chicken with Chilies

Menu Set 10
- Fish and Shrimp Soup with Vegetables
- Meat Loaf
- BBQ Baby Back Ribs
- Pork Stir Fry with Broccoli Onion and Sweet Peppers
- Soup and Ricotta, Pancetta Pizza
How many eggs are wasted each day in Metro Vancouver? 3,000? 10,000? 30,000? Watch to find out. http://ow.ly/GzPp304igU8
#nofoodwasted

Love Food Hate Waste
Avoidable food waste impacts our environment and your wallet. But solutions for both problems are close at hand with Love Food Hate Waste. Check...

Love Food Hate Waste
Apple season is upon us! 3 ways to use the peels:
1. Add to your favourite slaw
2. Add to roasted root veggies
3. Steep to make a tea

#NoFoodWasted
Campaign highlights
Feeding the 5,000
Fresh content
Christmas campaign

• Food plays an important role in holiday celebrations
• Desire to have enough often leads to buying and preparing too much
• Tips to plan, serve, and use leftovers so that less is wasted
Christmas

- Links to Metro Vancouver’s “Create Memories, Not Garbage” holiday waste reduction campaign
Member support

West Vancouver

Port Coquitlam

Burnaby
Earned media
Print and online articles

Vancouver Sun - May 27, 2015
Private medicine advocate voted top doc

Vancouver Sun - May 8, 2015
Metro challenges residents to take a bite out of food waste

Vancouver Sun - June 10, 2015
ARTS & LIFE

Metro Vancouver tackles food waste

Conservation in the kitchen

Do just one thing differently
The household habits with the greatest potential for reducing food and drink waste within Metro Vancouver homes are:

- avoid planning shopping
- portion control

A first glance, these changes seem to demand a high level of commitment from people to adjust habits that may have been in the making. And too much change can be overwhelming, leading to feelings of discouragement. But the City of Vancouver's Zero Waste Subway campaign offers a way: start small and recognize in initial food waste - changes may anyone can adopt - to benefits they can appreciate, including a reduced food shopping list and the direct financial benefits of effective food storage tips. Residents show the capacity to reduce waste without sacrificing time, money or their enjoyment of food. As awareness increases, people become more willing to adopt additional changes and influence their households to do the same.

40 print and online articles
Television and radio

13 stories on radio and television
Outreach Programs
Public engagement at Safeway

• Partnership with Sobeys
• 10 Metro Vancouver Safeway stores, 600+ customers engaged
• Lessons learned
Farmers Markets

- Samples made from food that might otherwise be wasted
- Educate about the issue
- Provide tips to help audience make just one change
- Fridge organization, recipe cards
Science World (Vancouver Science Festival)

- World Food Day Celebration
- Offer samples, educate, offer tips to make just one change
- Interactive displays
- Fridge Harvest Consultation Contest
What’s next?
Partnerships and outreach

Currently planning
• Continued partnership with Safeway
• Build on World Food Day
• Farmers markets
• Engage influencers (e.g. local chefs and bloggers)
• National campaign
Part of a worldwide movement
Demonstrating success
Native content

Metro Vancouver households waste $700 in food each year

This article would leverage the information provided by Metro Vancouver to provide a thorough review of just how much food Vancouverites waste in a year. The article could discuss the issue of food waste, examine common causes of waste, and provide tips for how to reduce it.

Money saving tips for the holiday season

Christmas doesn't have to be a financial drain. There are many ways families can save money, ranging from free events to attend, to having a gift exchange, and careful planning of holiday parties and entertaining. Over-planning and overcooking leads to wasted food and wasted money.

Metro Vancouverites waste a LOT of food

You won't believe how much food gets wasted in Metro Vancouver each year. Our friends at Metro Vancouver did some math and it's astonishing. This article highlights how much food is wasted, while providing tips for reducing food waste this holiday season.

If you're always throwing away food, you need this handy meal planner

Many of us are guilty of throwing away a lot of our groceries away. In fact, The single biggest reason that people waste perfectly good food is that they buy food without a plan for how they will use it. Metro Vancouver has a weekly meal planner with 12 different menu sets, featuring 5 meals, recipes for each and--most importantly--a complete shopping list.