The Marketing Behind
Love Food Hate Waste Canada

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The Marketing Behind Love Food Hate Waste Canada

1. What is Love Food Hate Waste Canada?
2. Year 1: The start of our journey
3. Key take-aways and insights
A national collaboration to address avoidable household food waste in Canada
Campaign Launch – July 18, 2018
Love Food Hate Waste is here to help us all make the most of food we love.

Brought to you by:

AND ITS PARTNERS:

Campaign Partners
Globally Recognized Brand
National Approach

International community of license holders

WRAP

LFHW CANADA NZWC

Local Governments

Retailers & Grocers

Provincial Governments & Corporations

Non-Profit Organizations

CAMPAIGN PARTNERS
Avoidable Household Food Waste in Canada

2017 NZWC Benchmark Study

2.2 million tonnes of edible food each year

- Vegetables 30%
- Fruit 15%
- Leftovers 13%
- Meat 6%
- Bakery 9%
- Dairy/Eggs 7%
- Other* 20%

* includes snacks, staples, drinks, desserts, and oil/fat
Avoidable Household Food Waste in Canada

2017 NZWC Benchmark Study

Avoidable food waste costs an average Canadian household $1,100 per year.

140 kilogrammes de nourriture par année

Reducing 1 tonne household food waste = 1 car off the road each year.
Campaign Strategy
Campaign Creative

1. **You Know What’s Loonie?**
   - How much food we waste.
   - An average household throws away $1,100 of edible food per year.
   - Let’s stop wasting food.
   - www.lovenotwastecanada.ca

2. **J’aime Manger Pas Gaspiller Canada**
   - 1,200,000, c’est le nombre de tomates que nous jetons chaque jour au Canada.
   - C’est beaucoup trop.
   - Ensemble, mettons fin au gaspillage.
   - www.jaimemangerpasgaspiller.ca

3. **Oh Là Là!**
   - Nous jetons trop d’aliments qui pourraient être mangés.
   - Découvrez nos trucs et astuces.

4. **Hey Canada!**
   - 63% of household food waste is avoidable.
   - Learn more.
Tips & Strategies to Prevent Food Waste

- Produce tips
- Freezing/drying/canning
- Preventing holiday food waste
- School lunches
- Planning meals
- Storing food
- Using up leftovers
- Creative recipes
Year 1: Fall Campaign

Content partnership with Rogers Media and Chatelaine Magazine

**CHATELAINE**

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Chatelaine Quickies

Chatelaine Quickies: One Pot Pasta
Throw everything in together and watch it turn into the perfect primavera pasta. (It may

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Chatelaine Quickies: One Pot Pasta
Dig in!

Sample of Chatelaine “How to” video
Year 1: Spring Campaign
Ambassador Engagement
Outreach Initiatives
Traditional Marketing
Year 1: Social Growth Highlights

How we grew our channels:

- Minimum X3 weekly content on all channels
- Engagement with our community
- Encourage community involvement through polls, questions, contesting
- Ad budget further promotes key campaign content and drive new likes
- Consistent messaging around key stats and facts
- Ambassador outreach
- Instagram and Facebook story content (a growing focus)

0 -> 11,000

0 -> 3,150

0 -> 2,400
Year 1: Social Highlights

Bob Video #1
- Engagements: 606 (163 Likes)
- 10-second video views: 958
- Avg watch time: 0:15

Vancouver Media Wrap-up
- Engagements: 72
Looking Ahead

Year 2 and 3 – part of the long term approach, we need to continue to create **AWARENESS** and help Canadians understand their barriers to change.

Start with simple tips, tricks, ideas to take action.
• Behaviour change takes time
• Consistent messaging is important
• There is a lack of awareness – but once aware the topic resonates
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Evaluation and Monitoring

**Benchmark Study**
2017 benchmark repeated after campaign in market 3 years to measure change in avoidable household food waste.

**Web and Marketing Metrics**
Growth and impact of campaign tracked through web and marketing metrics.

**Campaign Partner Activations**
Campaign activation through campaign partners tracked over time.
Bob Blumer

Chef, Food Network Canada Personality

Surreal Gourmet, Glutton for Punishment

Second Harvest Ambassador

Food Waste Advocate