



LOVE FOOD HATE WASTE NEW ZEALAND
THE POWER OF COLLABORATION



LESSON 1

If you don't succeed the first time, try again.



"If at first you don't succeed, shift the blame, change the rules, redirect the focus of your critics, spin the media, redefine success, and there won't be any need to try, try again!"

LESSON 2

Don't expect everyone to get your vision straight away. Create opportunities along the journey for people to get on board at a later stage.



LESSON 3

You will never get everyone participating if your scheme is voluntary – but that shouldn't necessarily stop you.



LESSON 4



Good waste data is key – but it will cost you to get it.



LESSON 5



Tell a story with the data you gather.

n	Totaln n=1,300n	Household-food-wastage-groups n			n
		Highn n=355n	Mediumn n=492n	Lown n=452n	
n	Mean-score-(on-a-scale-of-1-to-5)n				n
I throw-out-bread-as- soon-as-it-becomes- stale n	3.46n	3.08n	3.32n	3.91n	I still-use-or-freeze-bread-if it-is-stale-for-toast- breadcrumbs-or-cooking-n

How often do you throw away bread because	it has gone stale		it has gone mouldy	
Answer Options	Response Percent	Response Count	Response Percent	Response Count
Never	48.2%	81	38.1%	64
Seldom - Once or twice a year	25.6%	43	36.9%	62
Occasionally - 3-4 times a year	8.3%	14	7.7%	13
Sometimes - every two months	3.6%	6	7.1%	12
Often - once a month or more	7.1%	12	4.8%	8
Very often - once a week or more	1.8%	3	1.2%	2
Other (please specify)	5.4%	9	4.2%	7

Reasons people gave for throwing away bread included:

Child related / Fussy Eaters

- Toddler discard
- Sick child had had enough
- Kids don't eat crusts
- Squashed in lunchbox
- Crusts off sandwiches made for kindy
- Kids left over breakfast
- I am the only family member who eats crusts but can't keep up
- Bread ends are too thin to toast

Freshness

- Stale bread in bottom of bread bag
- Dry plus mouldy
- Had been opened too long
- It had passed its date
- Burnt

TOP 10 FOODS NEW ZEALANDERS THROW AWAY



THE AVERAGE FAMILY THROWS AWAY
\$563
 WORTH OF UNEATEN FOOD PER YEAR!



THREE SHOPPING TROLLEYS' WORTH OF FOOD THAT GOES STRAIGHT IN THE BIN!

each family is tossing out
\$872,000,000
 for
79
 KILOS of uneaten food per year

IT'S LIKE BINNING
55
 SIZE 14 CHICKENS

OR

888
 APPLES

SIX SIMPLE THINGS YOU CAN DO TO REDUCE YOUR FOOD WASTE

PLAN YOUR MEALS AND BUY WHAT YOU NEED

Store your bread in the freezer ❄️

KEEP POTATOES IN THE DARK

Take your leftovers for lunch ✕

🍷 Stew fruit 🍏 or make smoothies 🥤

Add leftover chicken to a PIZZA, in a PIE or in a PANINI

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www.facebook.com/lovefoodhatewasteNZ

Bread is NZ's
No.1 wasted food
 20 million loaves per year



Love your bread

Keep your bread in a cool, dark and dry place or freeze it.

For ways to reduce your food waste visit
lovefoodhatewaste.co.nz

LOVE FOOD
 hate waste
 NEW ZEALAND

Clever Kiwis tackling the food waste issue head on

JOSIE STEENHART

Last updated 05:00, January 18 2017



Love Food Hate Waste

A small amount of the food pulled from Kiwi rubbish bins when Love Food Hate Waste conducted their bin audits in 2015.

Twenty million loaves of bread, \$15 million of cakes, 3,400 tonnes of poultry, more than two million kgs of takeaway chips... Every year in New Zealand we throw away \$872 million of food - 122,547 tonnes - enough to feed more than 260,000 people, or the population of the Bay of Plenty for a whole year.

Food waste costs New Zealand \$870m

SUSAN EDMUNDS

Last updated 19:13, November 6 2015



FAIRFAX NZ

Almost 50kg of food waste pulled out of rubbish bins by WasteMINZ in Auckland and Te Awamutu. The average Kiwi household throws out twice this amount every year.

Kiwi consumers are throwing hundreds of dollars' worth of food away every year because they buy too much, do not store it properly and do not use it well.

WasteMINZ, the waste sector industry body, is set to formally launch its anti-food waste campaign, Love Food, Hate Waste, next year.

LESSON 6

Steal other people's good ideas!



LOVE YOUR LEFTOVERS

Sustainability
Victoria videos



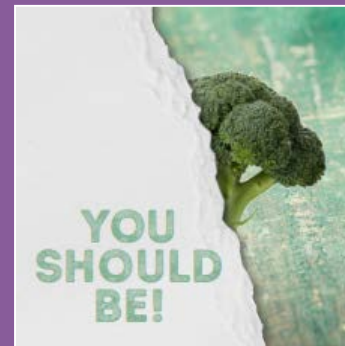
Our videos



Three ways to transform leftovers into pies

Three ways to give new life to leftover rice

BE A STALKER



BREAD PYRAMID



LESSON 7



Collaboration is the key!



Ylva
Zero Waste Scotland



Christine
City of Brisbane



Viktoria
WRAP



Elizabeth
NSW EPA

‘Ehara taku toa i te toa takitahi,
engari he toa takitini ke.’

My strength does not come from me alone but
also from others – the cooperation of many
brings the best results



**For further information about NZ's LFHW campaign, please contact
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