

Evaluation of the **Food Lovers MASTERCLASS**

**AS A FOOD WASTE REDUCTION
EDUCATION PROGRAM**

Advanced evaluation and
testing of communication
methods.



WASTE-ED *with Kate*

Who is **WASTE-ED** *with Kate*

Behaviour change education
for over 19 years

Wide range of public education
topics and programs

Business and private education

Social media content
(TikTok, reels etc)



Food Lovers MASTERCLASS

Developed along
side LFHW NZ

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Outline

TOPICS INCLUDE

Food storage, Smarter
shopping, Top 10 Wasted Foods,
Freezing better, much more

Public Education,
Council-Supported

Many iterations,
including cooking
demos, at retirement
villages, with charity
groups etc

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**Food Lovers
MASTERCLASS**

Project Background

STATUS QUO

Minimal opportunity to quantify
behaviour change impact

Paper surveys on the night
to gather satisfaction data

Barriers include budget
and expertise

OUR MISSION

Develop evaluation plan

New surveys for pre,
and post education

Work with Otago Uni
Student to analyse,
and report on data

Basics of the study

August - December 2023

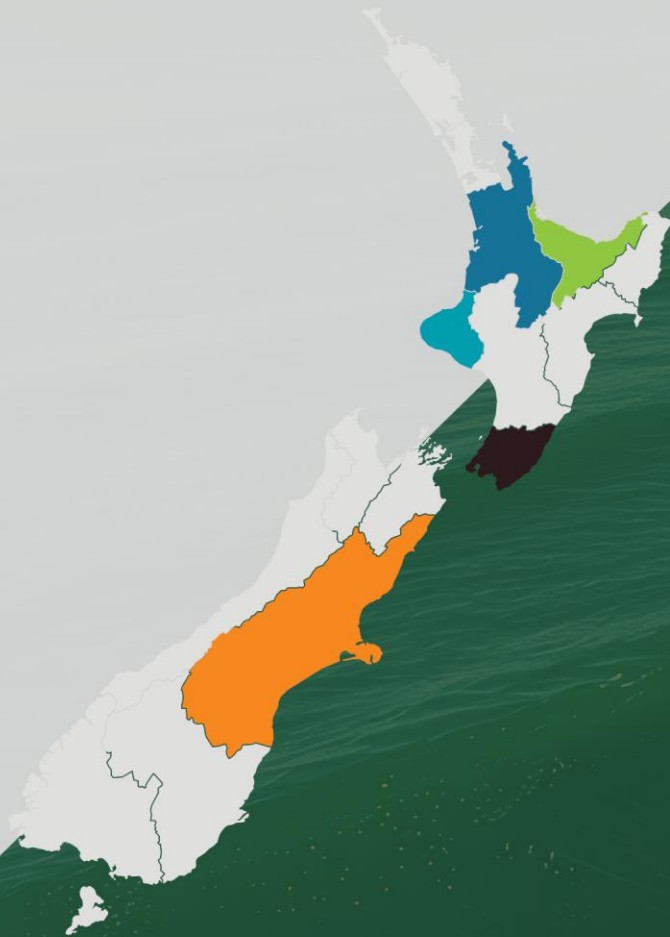
**12 DIFFERENT FOOD LOVERS
MASTERCLASSES**

370 participants

Not compulsory

Surveying: Before, at the class, 3 and 6 post week class

Using three different methods



Communication Methods

```
graph TD; A[Communication Methods] --> B[Email Surveys]; A --> C[Email Surveys + Weekly Resources]; A --> D[Text/SMS Survey];
```

Email Surveys

Post education email
with survey link

3 & 6 weeks
post session

Behavioural and
Attitude based
questions

Email Surveys + Weekly Resources

Weekly email
containing additional
resources

At 3 & 6 weeks,
included a survey link

Same surveys
as group 1

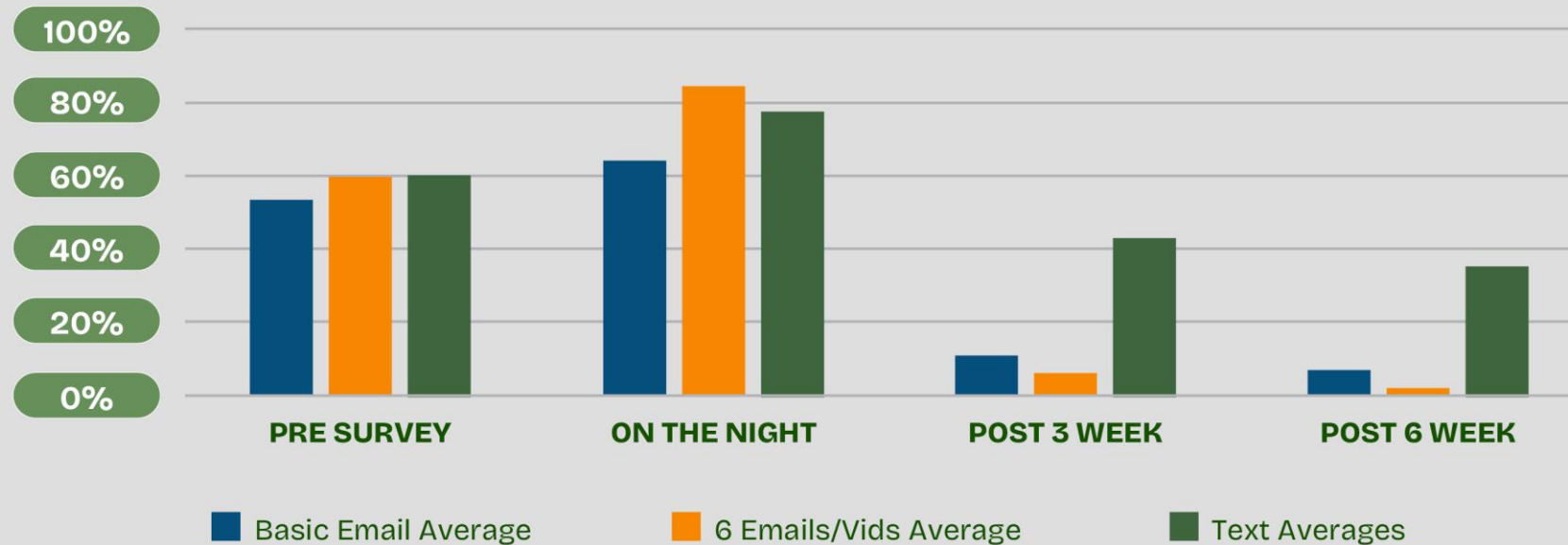
Text/SMS Survey

One key question each
week post education

At 3 & 6 weeks, were
asked to measure
their waste

Communication Method - Findings

AVERAGE RESPONSE RATE COMPARISON FROM EACH GROUP



Communication Method - Response Rates

Email Surveys

Email Surveys
+ Weekly Resources

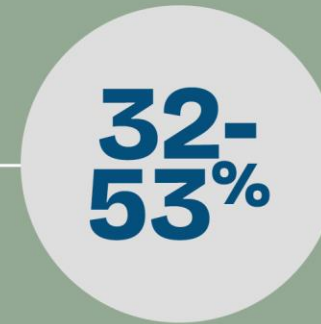
Text/SMS Survey



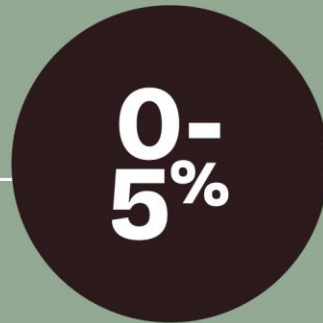
3 WEEK



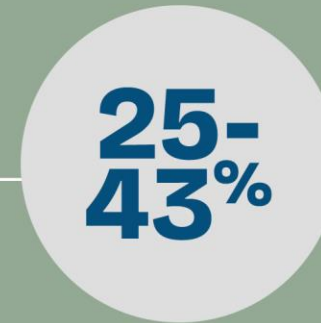
3 WEEK



6 WEEK



6 WEEK



Findings

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Findings

86%
Strongly Agree, or Agree, that the Masterclass helped reduce their households food waste

48.6%
recorded a reduction of avoidable food waste

83%
Strongly Agree, or Agree, that their attitude towards food waste has changed after attending the Masterclass

78%
Strongly Agree, or Agree, that the way they shop for food has changed since attending the Masterclass

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COMMITMENTS

Eating leftovers from a previous meal **18%**

Freezing food which doesn't get eaten **13%**

Planning meals in advance **11%**

Use a shopping list when buying groceries **10%**

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Food Lovers MASTERCLASS

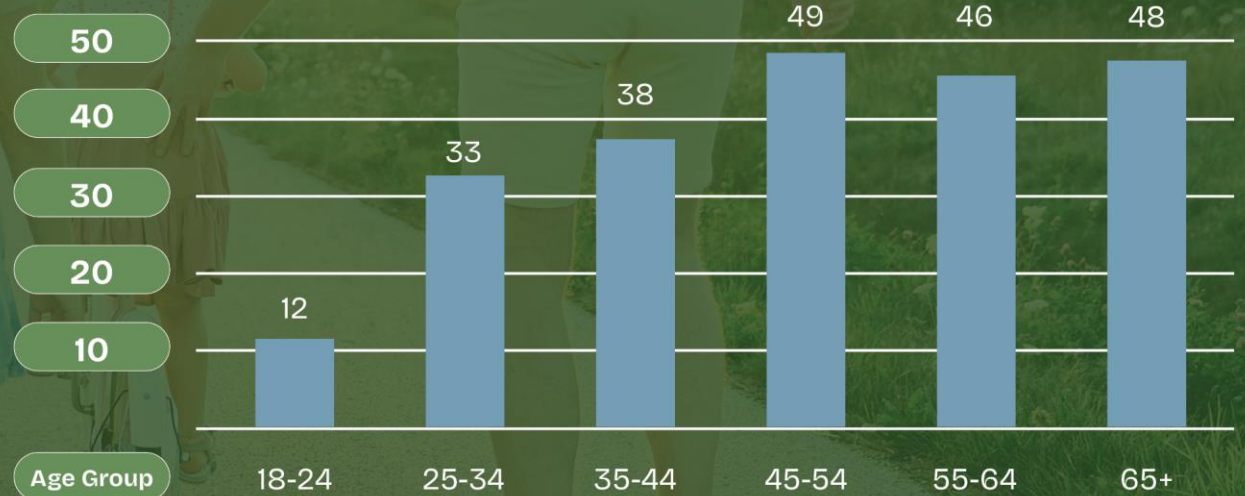
12.1%
live alone

94%
female

31.6%
have children
under 18

Our Participants

AGE OF ATTENDING PARTICIPANTS



Higher than average Food Wasters.

A glass sphere sits on a patch of green grass. The sphere's surface is highly reflective, mirroring a lush green landscape with rolling hills and a clear sky. The background is a soft-focus green field, creating a sense of depth and tranquility. The overall color palette is dominated by various shades of green, from vibrant to muted, with the clear glass of the sphere providing a focal point.

Where to from here?

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Scan QR code to read the full report:

