

LOVE
FOOD
hate waste
NEW ZEALAND



**\$3.2 billion
of food is
wasted
every year**



\$1.5K per household

**Enough to
feed
Dunedin for**

**3
YEARS**

TOP 20 HIGH-IMPACT CLIMATE ACTIONS FOR HOUSEHOLDS AND INDIVIDUALS

The data presented here represents cumulative Gt CO₂-eq over 30 year period

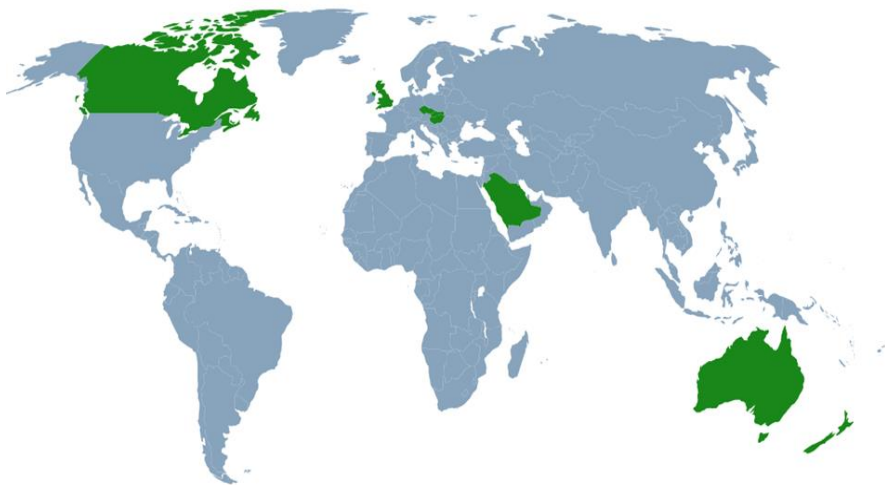


Reducing food waste is one of the top actions households can take to limit climate change

Source: Project Drawdown

Who we are

A global network across 8 countries



Lead by WasteMINZ,
NZ joined the network in 2016

- A **trusted voice**, underpinned by **robust research**
- **Insightful and fun** campaigns targeting household food waste
- Show **practical, achievable** ways to **change behaviours**
- We work with **strategic partners** to deliver our message
- We **unite, motivate, and inspire** citizens to act
- We **challenge attitudes, behaviours and mindsets**

The Framework



National Food Waste Reduction Project

July 2023 – Jun 2026



Aim

To reduce household food waste by 10%

To increase knowledge & understanding of the quantity and causes of food waste **and the effectiveness of interventions**

Who

National level - LFHW NZ Project Team

Regional level - 52 councils, community groups, and strategic partnerships

How

Multimedia campaigns - One major and two minor campaigns annually

Toolkits & resources for TAOs and Community Groups

Research & evaluation



Eat Me First





**USE
IT UP™**

SAVE
FOOD

SAVE
MONEY

SAVE THE PLANET



OZHARVEST **'USE IT UP' TAPE** DECREASED FOOD
WASTE BY 40%



Campaign Strategy



OUTDOOR

PR
(inc. activations)



FAME



TV SHOW
PARTNERSHIP



LOCAL COUNCILS



PR/EDITORIAL



PAID SOCIAL

EDUCATION



PARTNERSHIPS



WEB ORDER



LOCAL COUNCILS

DISTRIBUTION



MISSION ACCOMPLISHED!



By harnessing the emotion of disgust, we aim to confront individuals with the stark reality of wasted food.

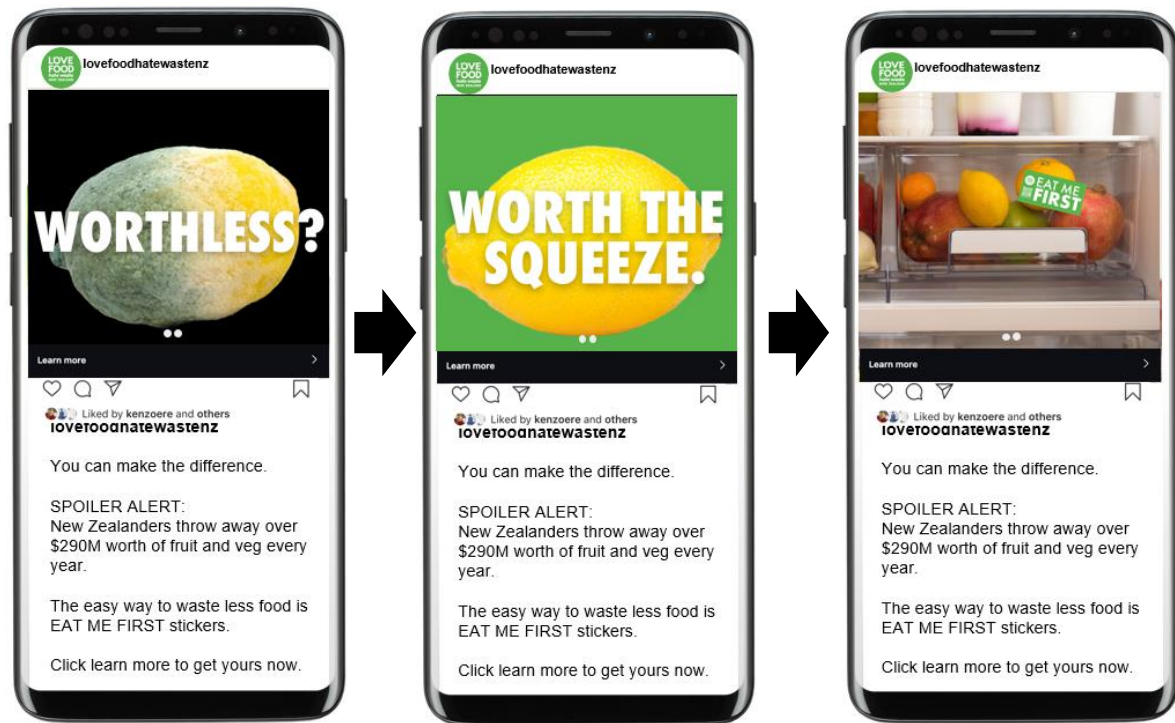
Through striking visuals and compelling messaging, we're driving home the financial impact of this issue

Including
billboards
that
mould
throughout
the
campaign!



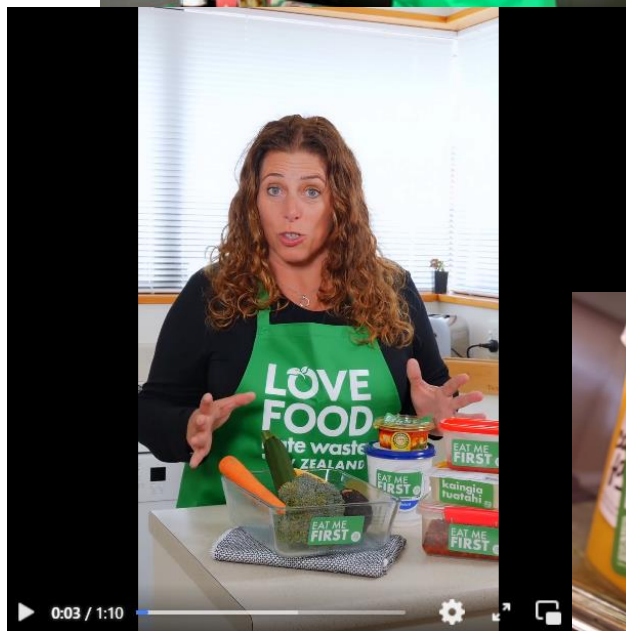


And
moulding
sculptures
that stop
you in your
tracks!



Its not just
about
pointing out
the
problem;
we're
offering a
practical
solution.

Engaging educational content showing their practical application



leeannnyare · Follow
Royalty Free Music Background · Disco

leeannnyare AD: Love food but ha

We are jumping on board the @lo
First campaign! It's super simple
yourself some free Eat Me First
Love Food Hate Waste website a

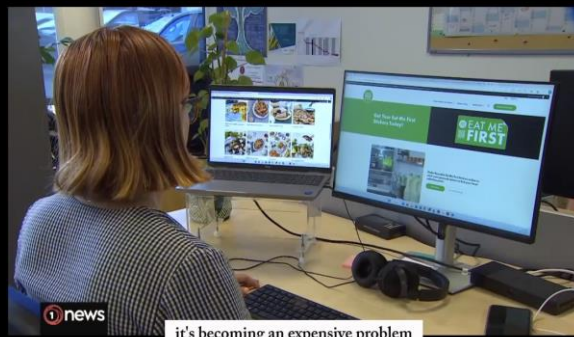
To keep things easy here's what
unavoidable waste going to comp

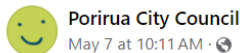
Designate one day to look at wh
freezer, what needs to be used u
planning our meals for the week
We've dedicated the bottom draw
First, anything that needs to be u
it's the first port of call. I'll gener
up as much from that drawer as I

Leftover containers are labelled



350+ collection points nationwide





Porirua City Council

May 7 at 10:11 AM · 🌐

Kia ora Porirua,

Got your 'Eat me First' sticker?

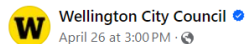
👉 Pop any kai nearing expiry food details on the sticker box

👉 OR dedicate a specific shelf 'First' area and place the sticker

👉 The stickers can be un-stuck with whiteboard marker, you can

Here is where you can find them

👉 City Library



Wellington City Council

April 26 at 3:00 PM · 🌐

Food going off before it can be finished is the top waste here in Aotearoa New Zealand, so [Love Food Hate Waste - New Zealand](#) has launched a campaign to save good

Free, reusable "Eat Me First" stickers have been at supermarkets, libraries and community centres ready to take home.

These handy little visual reminders stick directly onto a shelf in the fridge to know what to eat first and when.

You can find them at:

- 👉 Te Awe Library
- 👉 The Tip Shop
- 👉 Arapaki Manners Library
- 👉 Newtown Library
- 👉 Ruth Gottlieb Kilbirnie Lib
- 👉 Sustainability Trust
- 👉 Waitohi Johnsonville Lib
- 👉 Tawa Community Centre

Find out more about the campaign

<http://www.wellington.govt.nz/our-wellington/#TATatour>



Waitaki District Council

April 24 at 1:23 PM · 🌐

🍎 This little guy is taking the "Eat Me First" but there's still plenty more of these for you to help you label food that needs to be eaten

We're throwing away 157,389 tonnes of food each year in New Zealand. That's enough to feed 16 times the population of Waitaki!

The Eat Me First campaign by [Love Food Hate Waste - New Zealand](#) aims to help prevent unnecessary food waste.

We've got some supplies of stickers

👉 the [Waitaki Resource Centre](#)

👉 [Waitaki District Libraries](#)



Ministry for the Environment

May 5 at 4:54 PM · 🌐

SPOILER ALERT: New Zealanders throw away over \$140 million worth of food leftovers every year.

The easy way to waste less food is EAT ME FIRST stickers

No more ugly surprises at the back of your fridge! 🍌

Order your FREE stickers now at: <https://lovefoodhatewaste.co.nz/me-first/>

[Love Food Hate Waste - New Zealand](#) 🍌



Beef and Lamb New Zealand

April 21 · 🌐

Spoiler Alert

Our friends at [Love Food Hate Waste - New Zealand](#) are on a mission to highlight and change food waste habits in New Zealand.

Introducing the 'Eat Me First' stickers! Totally reusable, they're perfect for putting on your leftovers in the fridge to remind you what to eat first and ultimately, saving you food as well as money. It's a win-win!

Grab yours now from lovefoodhatewaste.co.nz, your local council and nearest Woolworths supermarkets.



Nelson City Council

May 10 at 10:11 AM · 🌐

Say goodbye

With 50% of food

going off before it

Zealand has

reusable 'Eat Me First' stickers:

Use the Eat Me First stickers to create a designated shelf

or pantry. This small action can make a big difference in

all the food we buy and cook gets eaten. A little goes a

long way.

You can collect your free stickers at Nelson City Council



Kāpiti Coast District Council

May 10 at 2:30 PM · 🌐

Does your fridge routinely contain mysterious science experiments? We're partnering with our friends at [Love Food Hate Waste - New Zealand](#) to help you say goodbye to ugly surprises at the back of your fridge, while helping reduce food waste and your food



Pick up some reusable #EatMeFirst stickers from [Kāpiti Coast District Libraries](#) and our service centres to put on containers of food or leftovers. These will help you and your family keep track of what needs to be eaten first before it goes bad. For more ideas on what you can do with your organic waste, visit



Less Waste - Warkworth & Wellsford

May 3 at 11:00 AM · 🌐

The best way to keep kai out of landfill is to eat it!

I'm sure we've all got one scary jar in the back of the fridge almost walking out by itself...

Eat Me First has created these fantastic reusable stickers to help you and your household remember what needs finishing

They're available for FREE from Shop Less Warkworth & Wellsford time you come through.

[Mahurangi Wastebusters Love Food Hate Waste - New Zealand](#)



Western Bay of Plenty District Council is with Western Bay of Plenty District Libraries.

May 1 at 4:57 PM · 🌐

Help us 'stick it' to food waste! 🍌 We are proud to get behind the 'Eat Me First' stickers from [Love Food Hate Waste - New Zealand](#). 🍌

👉 You can pick up free, reusable 'Eat Me First' stickers from libraries and service centres, to stick on containers and shelves in the fridge and pantry to help you know what to eat first. 🍌

👉 We're talking leftovers, fruit'n'veg nearing its 'best before' and 'use by' dates. 🍌 Particularly useful for hungry tee



Dunedin City Council

May 6 at 9:20 AM · 🌐

What's your preference?

SPOILER ALERT:

New Zealanders throw away over \$191M worth of meat and food waste every year.

The easy way to waste less food is to use EAT ME FIRST stickers. Using the reusable #EatMeFirst stickers on containers of food or leftovers helps you keep track of what needs to be eaten first and avoid ugly surprises at the back of the fridge!

You can get yours from:

- 👉 Dunedin City Library
- 👉 Mosgiel Library
- 👉 Otago Farmers Market
- 👉 OUSA
- 👉 Punnahua shop at Green Island Landfill

User generated content & discussion creating social norms

Rebs' Leafy Lens NZ · Follow
Public

I'm hoping these re-usabl
stickers keep my fridge
chaos

Do you hate waste?
Free re-stickable stickers av
@lovefoodhatewastenz.... S

Christina Yek
Decided to bring this practise to workplace, hopefully this can help lower
a shared space! Love Food Hate Waste - New Zealand #eatmefirst

Angelica Woolley
#eatmefirst Love Food Hate Waste - New Zeala

Shelley Monk
#eatmefirst Love Food Hate Waste - New Zealand. These labels
in the freezer.

Top fan
Rochelle Edgecombe
We now have the food to be eaten first in a design
to help us keep track of when yoghurt was opened
Love Food Hate Waste - New Zealand #eatmefirst

Spread a Little Happiness Nathan Angelo · S

Early Insights...

350K+

**Stickers
distributed**

50K+

**LFHW
Website
visits**

380K+

**Reach
via owned
social
media**

8.6M+

**Reach via
media**

...full report and evaluation underway

Get Involved

It doesn't have to be complicated

One small change really does make a huge difference if enough of us take that action.



Individuals

Join the community of over 10,000 people who are making a difference in how we buy, store, and enjoy our food.

[Learn More](#)



Schools & Community Groups

Discover resources for students and community members that will inspire action against food waste in New Zealand.

[Learn More](#)



Business & Brands

Brands & businesses can play a pivotal role in the Love Food Hate Waste initiative by partnering with us, and leveraging their influence to reduce food waste in New Zealand.

[Learn More](#)

www/lovefoodhatewaste.co.nz

Visit us at stand 6!

Email

info@lovefoodhatewaste.co.nz

Find us on [Instagram](#)

Find us on [Facebook](#)

Find us on [Youtube](#)

[@lovefoodhatewastenz](#)

NGĀ MIHI!

