



Halton Consumer Food Waste Advocacy Team

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In Canada, households are responsible for 47% of food waste



**This is equivalent to
approximately \$14.5
billion**

Objective 1

Create awareness in Fairview and Guelph Line neighbourhood, Burlington grocery stores (Longos and Farmer Jack's Market) about consumer Food Waste.



Tri-Fold Presentation





Brochure

150 distributed

Includes general facts,
ways to prevent food
waste & a recipe



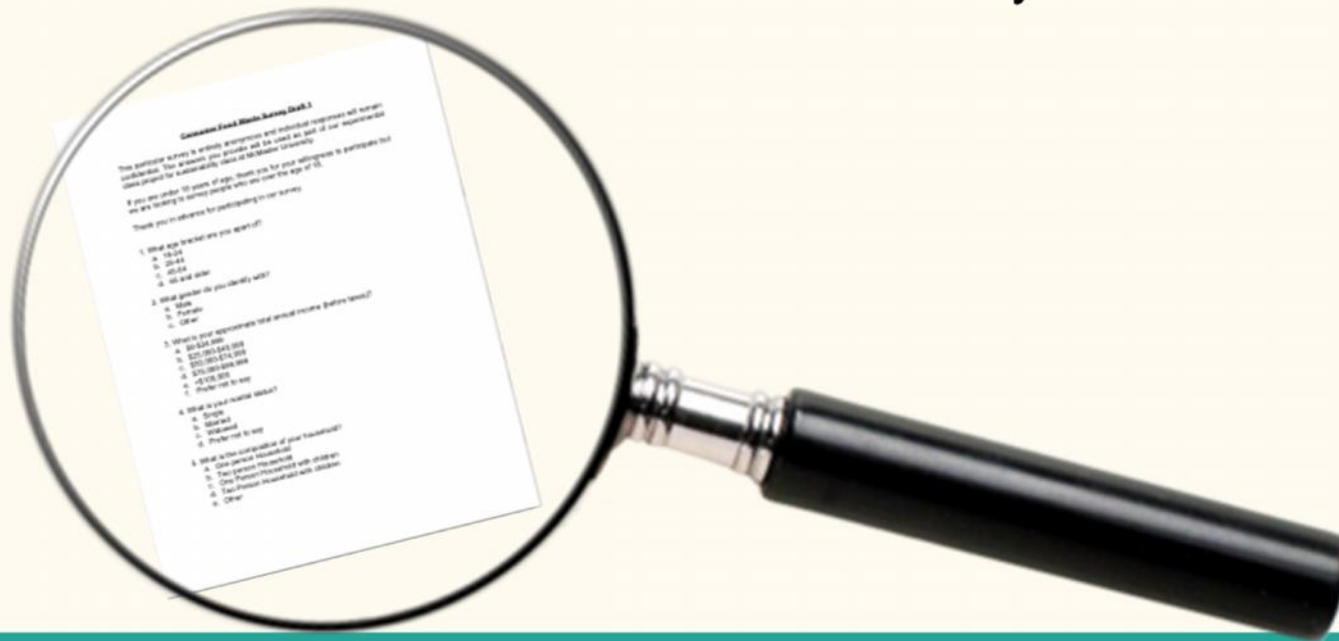
Objective 2

Survey grocery store customers (Longo's, and Farmer Jack's Market) in the Fairview and Guelph Line neighbourhood, Burlington to identify consumer attitudes.



Objective 3

Analyze and interpret survey results and exhibit them in an Executive Summary.






Objective 4

Present project overview, survey results, and suggest food waste reduction programs to the Halton Food Council







Project Findings





Do you plan your groceries?

Response	Chart	Percentage	Count
Yes		82.5%	47
No		15.8%	9
NA		1.8%	1
Total Responses			57






Frequency of Purchasing Food

Response	Chart	Percentage	Count
Once a week		31.6%	18
Multiple times a week		61.4%	35
Less than once a week		7.0%	4
NA		0.0%	0
Total Responses			57







Common Reason of Food Disposal

Response	Chart	Percentage	Count
Once a week		31.6%	18
Multiple times a week		61.4%	35
Less than once a week		7.0%	4
NA		0.0%	0
		Total Responses	57







Food Near Expiration Date

Response	Chart	Percentage	Count
Throw it out		14.0%	8
Use it as quickly as possible		77.2%	44
Freeze the contents		24.6%	14
Other (Please specify)		3.5%	2
NA		0.0%	0
Total Responses			57

Most Frequently Discarded Food

Response	Chart	Percentage	Count
Fresh Produce		61.4%	35
Meat		14.0%	8
Dairy		7.0%	4
Processed Foods		7.0%	4
Other (Please Specify)		5.3%	3
NA		5.3%	3
		Total Responses	57

Effort to Reduce Food Waste

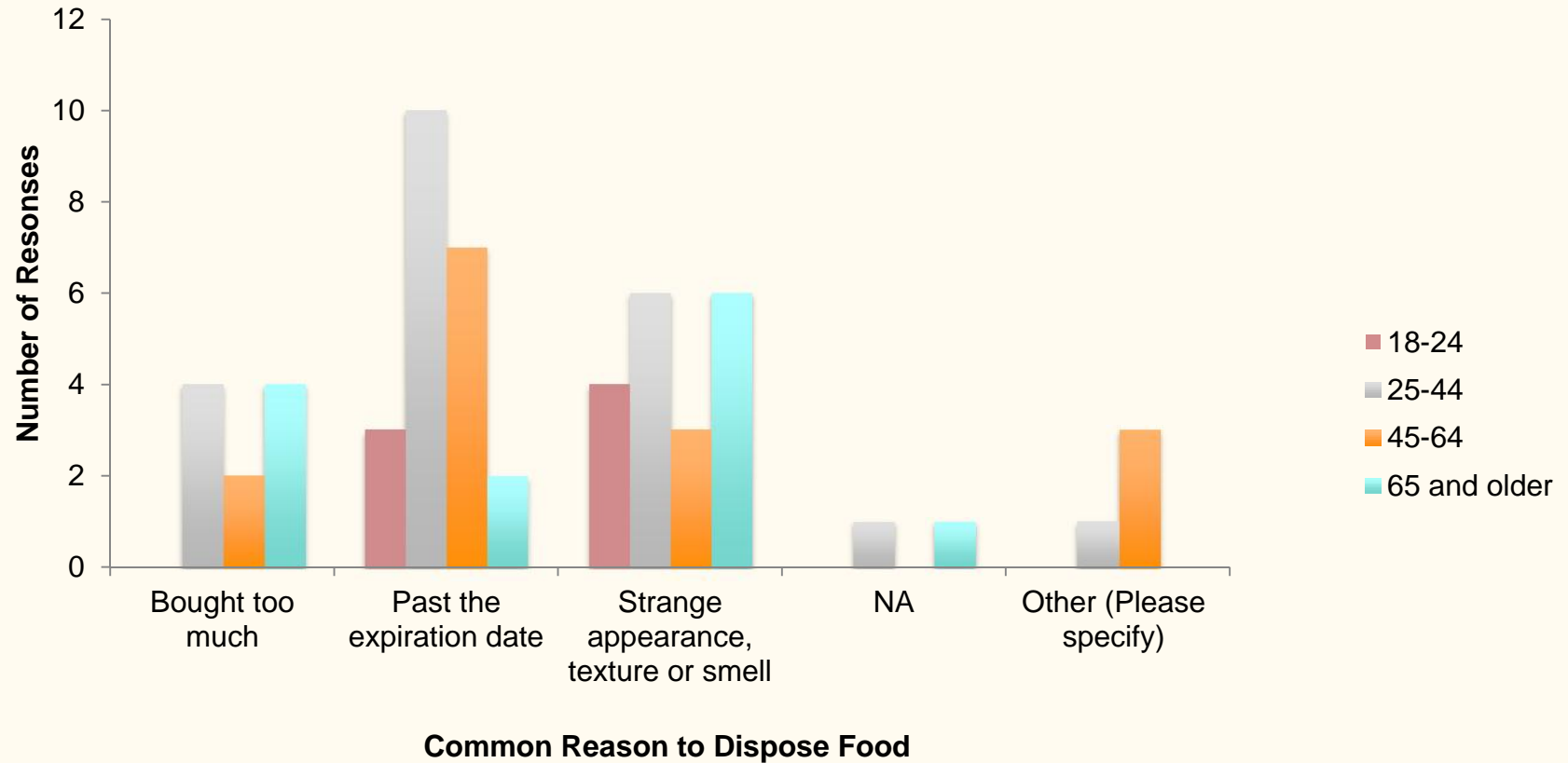
Response	Chart	Percentage	Count
1.No Effort		3.5%	2
2. Minimal effort		15.8%	9
3.Some effort		24.6%	14
4.Moderate Effort		40.4%	23
5. Strong Effort		12.3%	7
NA		3.5%	2
Total Responses			57

Motive to Reduce Food Waste

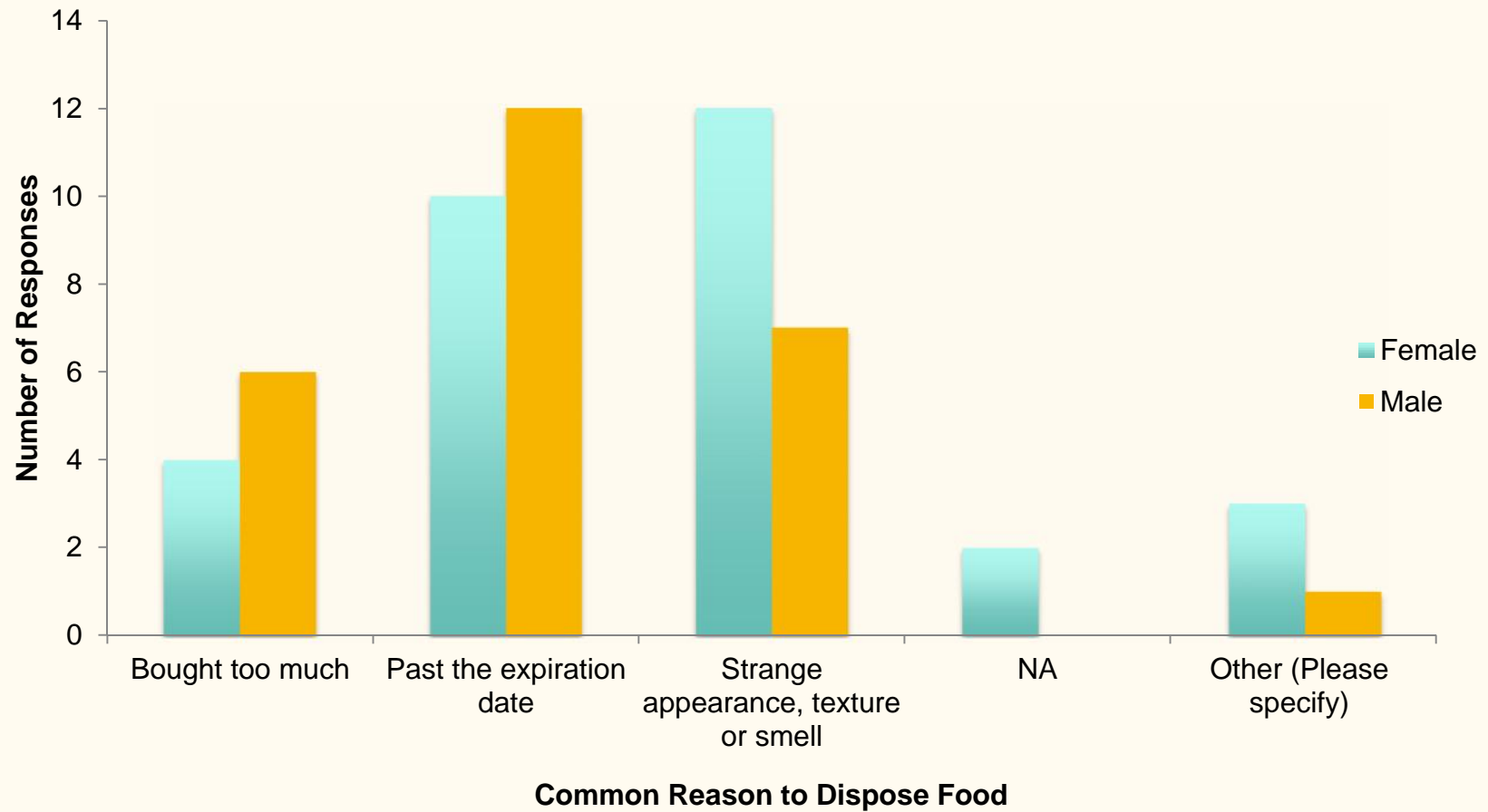
Response	Chart	Percentage	Count
I want to save money		38.6%	22
I want to set an example of being a good citizen to others		22.8%	13
I feel guilty because there are people that go hungry		40.4%	23
I am worried about how my food wasting will impact the environment		35.1%	20
Other (Please Specify)		8.8%	5
NA		5.3%	3
Total Responses			57

Demographic Correlations

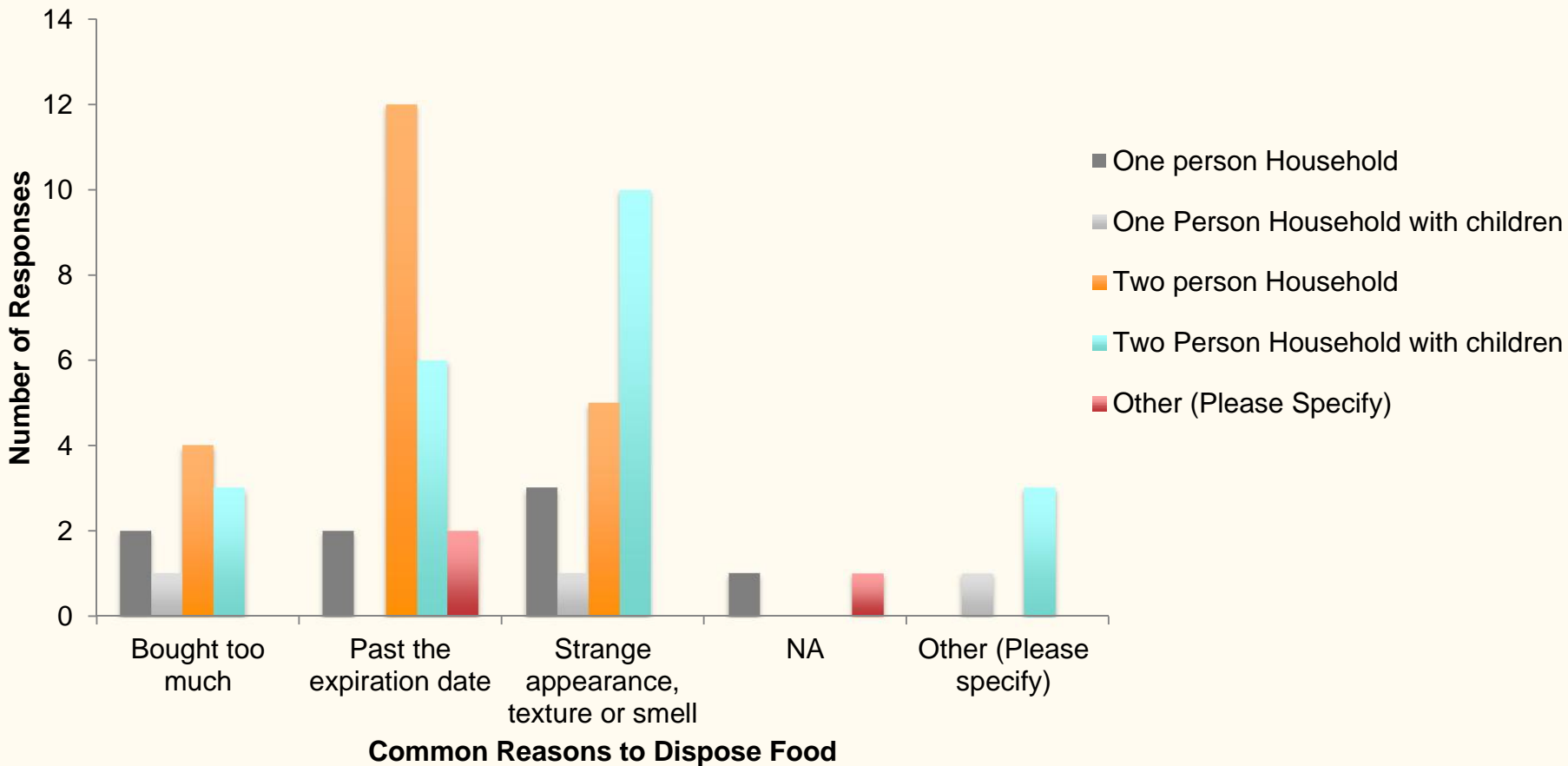
Age and Reason to Dispose Food



Gender and Reason to Dispose Food



Households and Reason to Dispose Food



Weaknesses of the Project

- Presentation and format of survey
- Time constraint
- Small sample size
- Lack of diversity
- Permission of grocery stores



Food Waste Reduction Programs

Continuing our Project

Obtain more survey results for stronger correlation

Implement a weekly household waste reduction program in Halton

Spanning 4 months

Weighing + assigning monetary value to food wasted

Observe changes in behaviour

Compile information for further research



Conscious Consumer Certificate

Educational Workshop: Providing Classes to the Community

Methods on preserving food

FIFO - First In First Out

Humidify vegetables

Use fridge alternatives

Using leftovers

Pickle food, canning food, dehydrate



Conscious Consumer Certificate

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Methods to tell if food is bad

Through texture, smell

Increase frequency of shopping



Conscious Consumer Certificate

Educational Workshop: Providing Classes to the Community

What to do if food is going bad?

Recipes: banana bread, crockpot recipes



THANK YOU!



Any Questions?

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