

To: CAO for the Regional and Corporate Services Committee

Date: 2018-12-11

From: Jamie Benton, Environmental Services Coordinator

File No: 5368/18

**Subject: Love Food Hate Waste - Local Government Food Waste Prevention Partnership**

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### RECOMMENDATION

**THAT** the Fraser Valley Regional District Board enter into an agreement with the BC Ministry of Environment and Climate Change Strategy, to work in partnership to use and promote the *Love Food Hate Waste* educational campaign to encourage food waste prevention.

#### STRATEGIC AREA(S) OF FOCUS

Support Environmental Stewardship

Support Healthy & Sustainable Community

#### PRIORITIES

Priority #1 Waste Management

Priority #2 Air & Water Quality

### BACKGROUND

The Waste and Resources Action Programme (WRAP) in the United Kingdom started the *Love Food Hate Waste* (LFHW) campaign in 2007. Working with a range of partners LFHW provides tips, recipes, messages, graphics and consumer insights as part of targeted campaigns to tackle food waste. By 2013, avoidable household food waste in the UK had been cut by 21% per year, with over 8 million tonnes diverted.

The National Zero Waste Council announced in late 2017 that LFHW would have a national launch through their membership. The BC Provincial Government is one such member of the Council and has paid an annual service fee for a 3 year pilot so that any local government in BC can have access.

### DISCUSSION

The Fraser Valley Regional District (FVRD) through the approved Solid Waste Management Plan (SWMP) is committed to the three goals of (1) reducing waste generation (2) maximizing diversion and materials recovery and (3) managing residual waste responsibly. Organic waste diversion is a key driver in getting FVRD residents to think about their waste, increasing diversion efforts and finding alternative uses for this surplus material. One of several guiding principles under the SWMP is behavioural change, which the LFHW campaign uses to give top priority to preventing the production of food waste. By sharing materials on social media and through community outreach efforts, the FVRD and its

municipalities will be able to use LFHW campaign resources to educate and inform the public. This could be done by promoting meal planning or informing how certain food should be stored. Through three simple mottos – Keep It Fresh, Use It Up, and Plan It Out – this campaign will assist the FVRD in meeting its waste diversion targets.

The BC Ministry of Environment and Climate Change is paying for LFHW to be used by local governments through a partnership agreement to help promote the resources. The only condition is that the materials cannot be co-branded with local government logos. By local governments using the same resources a consistent message can be promoted across the province and country to help reduce food waste. This has the benefit of also allowing families and individuals to save money and is good for the environment by reducing the use of resources and packaging.

Through the partnership, the Ministry will provide digital materials, outreach resources and guidance, lead partnership calls and collect best practices and information. In turn, local governments will plan promotional opportunities and use the materials and resources, track the usage and participate in calls with Province and partners. Through the partnership all partners will get to share stories, best practices and lessons, new materials will be promoted and all partners will work with the Province on shaping the campaign. Confirmation of participation in the partnership is needed by January 18, 2019.

## **COST**

There is no upfront cost to becoming a partner. The Provincial Government has paid for a partnership licence. The costs going forward will be at the discretion of the local government in terms of how much money it uses to print and promote the materials. The FVRD would primarily promote through social media so there would be no direct costs.

## **CONCLUSION**

The Provincial government is offering all local governments in BC the use of LFHW campaign materials through a partnership agreement for three years. There is no cost for signing up, but all partners must be active in the campaign to use and promote materials, track usage and provide feedback. This opportunity will assist the FVRD and its member municipalities to promote the reduction of food waste which is a positive for the region, for families and individuals and the environment.

## **COMMENTS BY:**

<b>Barclay Pitkethly, Director of Regional Programs:</b>	Reviewed and supported
<b>Mike Veenbaas, Director of Financial Services:</b>	No further financial comments.
<b>Paul Gipps, Chief Administrative Officer:</b>	Reviewed and supported