

WASTE NOT, WANT NOT: FOOD WASTE AWARENESS & REDUCTION

"JOIN THE FOOD WASTE REVOLUTION: SMALL STEPS, BIG IMPACT!"



"Small Changes, Big Difference: A Family's Food Waste Reduction Journey"

DHYEY SHAH

The London, Ontario, Smiths entered the MLFPC Food Waste Challenge with modest aims: to reduce grocery bills and save the environment. In just two months' time, what they hadn't accounted for was a staggering 50-plus percent reduction of household food wastage!

The Smiths found it so straightforward and satisfying to live sustainably by planning meals, embracing leftovers, and being aware of food labels.

"We were stunned to realize just how much food went to waste that could have been eaten," recounts Mrs. Smith. "Today, it feels good to know that we're doing our bit towards saving the environment and that we've saved hundreds of dollars in the process."



Start Here: Your Food Waste Journey

Goal:

To engage the local community in reducing food waste and support the mission of MLFPC for a sustainable food system.

Audience:

Primary: Adults aged 25–45 in London and Middlesex

Secondary: Youth aged 13–19 in the region

Key Messages:

- Food waste impacts the environment, equity, and economy
- Small actions at home can lead to big changes
- Join the "Food Waste Challenge" today!
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Email Subject:

Cut Waste, Save Food: Join the Challenge Today!



"Simple Food Fridge Hacks That Keep Food Colder for Longer"

HOW TO ORGANIZE YOUR FRIDGE TO WASTE LESS

Are you aware that organizing your freezer will reduce waste? Organize like items together, use transparent containers, implement the "first in, first out" policy, and have a "use me first" bin for items that are about to expire! Everyone can take small, impactful actions to cut down on their waste, and money wasted!

- Use transparent containers labeled "Eat Me First" for items going close to expiry.
- Store herbs like flowers, standing in water, to keep fresh longer.
- Organize your refrigerator; place the quickly perishable stuff at eye level.
- Be aware of your fridge's "cold zones" to enhance use (bottom shelf and crisper drawers).

Pro Tip: Shooting a fast pic of your quarry before heading out for groceries will stop you from buying duplicates.



Behind-the-Scenes: "A Glimpse into MLFPC's Weekly Planning session"

Each week, MLFPC staff meet to review all feedback from our community to see where we are at with participation in challenges and brainstorm any new resources. The staff's clear motivation to stop food bin waste generates fresh ideas, from new fridge maps to upcoming video tutorials.

"Simple tools should allow every household to feel empowered," says project coordinator Emily.



"Join the Food Waste Challenge Today!"

The MLFPC Food Waste Challenge provides easy weekly actions to reduce food waste at home. Sign up today and get access to:

- Free meal planners
- Fridge organization maps
- A food log to track you progress
- Weekly tips and reminders
- Community and encouragement

"Join Us for a Live Cooking Demo - Zero Waste Meals"

Come to our next Live Cooking Demo where local chefs will show you how to make delicious meals out of leftovers. Get practical recipes, tips from the experts and connect with the community.

Date: July 10th, 2025

Time: 6:00 PM EST

Location: Middlesex Community Centre & live on Facebook

Space is very limited. Sign up now!

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Editor's Note Page

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To support MLFPC and its “Food Waste Challenge” we developed this newsletter to showcase local stories, tips, and action items that anyone can utilize. Whether you are a parent hoping to save money, a student wanting to make a difference, or an individual trying to live your most sustainable life, the challenge is for you. In addition to powerful testimonials, we also provide how-to tips, and a free planner to help get you started. Together we can help food last longer, stretch our budgets, and keep good food out of landfills. Thank you for joining us in this important journey —let's waste less and feed more!

