



YOUR GUIDE TO RUNNING A LOVE FOOD HATE WASTE DAY/WEEK

Your guide to running a Love Food Hate Waste day/week

This is your chance to help colleagues and volunteers to save money and make the most of the food they buy.

This guide provides advice to help you run a Love Food Hate Waste day/week and contains lots of ideas, suggested activities and resources for you to use.

Every year NZ households are throwing away 229,022 tonnes of food and drink. Some of this is made up of things like peelings, cores and bones, but the majority is, or once was, perfectly good food. Little by little, all this waste really adds up. Every year, the average family throws away up to \$563 worth of good food and drink.

Wasted food is also a major contributor to climate change. Most of it ends up in landfill sites where it rots and releases methane, a damaging greenhouse gas. The food we throw away is also a huge waste of the energy, water and packaging used in its production, transportation and storage.



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This guide is designed for a wide range of organisations and contains a lot of advice, ideas, suggested activities and resources. Please feel free to pick those that are most appropriate for your organisation and adapt them to suit your needs.

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1. Introduction

1.1 Why run a Love Food Hate Waste day/week?

Running a Love Food Hate Waste week/day has benefits for employers, employees and volunteers. It will help your organisation to reduce its overall waste, thus saving money on the cost of waste disposal, and it could help you to achieve your Corporate Social Responsibility goals.

By learning new hints everyone will be able to make the most of the food that they buy, reduce the amount they waste, and save money!



2. Planning your Love Food Hate Waste day/week

Running your own Love Food Hate Waste day/week is free and needn't take up too much time. This guide provides ready made resources, ideas and advice and all it takes are a few keen volunteers to get it up and running and engage their colleagues.

You can choose whether you run this for one day, a few days or a week. Please feel free to adapt the resources to suit your needs.

2.1 Things to consider when planning your Love Food Hate Waste day/week:

- Who will be organising and running the day/week?
- When do you want to run the day/week?
- How much food waste is created by people on your premises at the moment (excluding food waste created as part of your business, if you are working in the food or drink industry)?
- What methods of communication do you have with people and how can you use them to engage people with Love Food Hate Waste (e.g. email, noticeboards, workplace intranet, face to face in communal areas)?

- Are you running the day/week on one site or many and how will this affect the way you spread the Love Food Hate Waste message?
- Do you have a cafeteria on your site/sites? If so, you may wish to look at the food waste created and work with people to look at how this could be reduced.
- How will you monitor the effectiveness of your day/week?

It is useful to consider the answers to the above questions as you read through this guide.

2. Planning your Love Food Hate Waste day/week

2.2 Monitoring the effect of your Love Food Hate Waste day/week

If you have a large number of employees, you may be interested in finding out how much food waste people are creating in the workplace so that you can monitor the effectiveness of your day/week.

This will enable you to inform people of the results once you have completed the day/week. This activity will also help you to identify food waste behaviours in your work place, so that you can target the messages that you use during the day/week, for example, you may find that people waste a large amount of specific foods, or they may waste food for specific reasons.

If you want to help employees minimise their food waste at home, then running a quick feedback survey after the campaign will also help you to see what people liked/disliked about it and whether it has helped them to reduce their food waste.

There are a couple of ways we recommend you do this:

1. Undertake a survey – the best way to do this is online – you may have your own software or you could try online packages such as Survey Monkey, Rational Surveys, Smart-Survey or Lime Survey. However, if you are unable to do this then you could use a paper format. Sample survey questions are available on page 13.

2. A waste audit of the waste and recycling that is produced from your offices. The easiest way to do this is to weigh and record the amounts of general waste and recycling, but also ask people to place any food waste in a separate container. You can then also record the weight of the food waste containers and have a look at what types of food are being thrown away. It is useful to monitor this before, during and after your Love Food Hate Waste day/week. This will highlight how much food is thrown away and whether it is avoidable food waste i.e. food and drink that could have been eaten if it had been better managed (e.g. slices of bread, apples,

meat), or unavoidable food waste i.e. inedible food such as tea bags, coffee grinds and bones. Reducing food waste from your organisation could save you money on refuse and recycling collections.

You could also ask colleagues to keep a food waste diary so that they can see how much food they waste on a daily and weekly basis. An example of a food waste diary can be found at the end of this guide.

Note: The toolkit is not designed to help businesses in the food and beverages sector to reduce waste created during the manufacturing process. However, you will find more information to help companies in the food and beverages sector review their waste management practices at wrap.org.uk/content/self-assessment-review-food-and-drink-manufacturers

2. Planning your Love Food Hate Waste day/week

2.3 Tell colleagues and volunteers about the campaign in advance

It's a good idea to publicise to all colleagues that you have a Love Food Hate Waste day/week taking place; this could be via email, on your intranet or using posters throughout your building/s. This should highlight what the day/week is and what activities will be taking place.

Email template

Love Food Hate Waste week is coming

Dear all

Between [insert dates] will be [insert name of organisation] Love Food Hate Waste day/week.

Food waste is a major issue. We throw away 229,022 tonnes of food and drink from our homes every year, the majority of which could have been eaten. It's costing us \$872 million nationally a year and is bad for the environment too.

Wasting this food costs the average household \$563 a year, that's around three shopping trolleys worth of food that we buy and throw away uneaten.

Love Food Hate Waste aims to raise awareness of the need to reduce food waste and help everyone take action. It shows that by doing some easy practical everyday things we can all waste less food, which will ultimately benefit our wallets and the environment too.

During the week we will have lots of activities for you to get involved in. We do hope you will join us in trying to reduce the amount of perfectly good food that goes to waste.

[list available activities, including times, date and locations]

For more information about Love Food Hate Waste including hints, tips and recipes to help you waste less food, and save money, please visit lovefoodhatewaste.co.nz

3. Running your Love Food Hate Waste day/week

Activities and resources to use during your Love Food Hate Waste day/week.

Love Food Hate Waste has a number of ideas for activities that you could run to engage colleagues and help them to reduce their food waste.

3.1 A daily email

Why not plan a daily email which can be sent to everyone at the start of each day? This could focus on a different theme each day, giving suggestions and ideas and encouraging colleagues to join in by offering interactive ways for them to get involved. We have provided email templates to get you started.

3.2 Top tip of the day

Why not place a new Love Food Hate Waste top tip poster in a prominent place around your premises every day for everyone to see? Or alternatively you could include it in an email or on your intranet if you have one. This will get everyone talking and sharing their own hints and tips.

3.3 Leftover lunch challenge

Have a shared lunch with leftovers. Encourage people to bring a tasty dish using leftovers. You could make this into a competition with a prize for the person who brings the tastiest or most creative dish or generate lunch envy by sharing photos of the best dish, if you have colleagues at multiple sites. Don't forget to make sure there are storage containers so that people can take any leftovers from the shared lunch home. Use our template text to get you started.

3. Running your Love Food Hate Waste day/week

3.4 Food waste challenges

Try challenging your colleagues to go food waste free at home and at work for one week. Encourage them to use the Love Food Hate Waste food waste diary before, during and after the challenge so they can keep track of any food that they waste. Encourage participants to blog about their experiences and share them with their colleagues, friends and family.

A simpler challenge could be to ask everyone to try to cook at least one Love Food Hate Waste recipe from lovefoodhatewaste.co.nz with foods that would otherwise have gone to waste.

3.5 Lunchtime Love Food Hate Waste sessions

If you choose to offer Love Food Hate Waste training, why not ask volunteers to run a Love Food Hate Waste information or training session for their colleagues over a lunch break? This could focus on issues around food waste and highlight hints and tips on food storage and revival. It will provide a perfect opportunity for colleagues to share their own recipes, hints and tips.

Another idea would be to have a drop in session in a communal area where colleagues and volunteers can drop by and ask your experts for advice on reducing their food waste.

3.6 Love Food Hate Waste quick quiz

Love Food Hate Waste has developed a quick quiz which can be used to engage your colleagues. It's short and snappy and could be used at the start or end of a Love Food Hate Waste session, or be emailed to everyone. Alternatively, it could be put on your intranet if you have one. Maybe it could even be used for the first five minutes of team meetings during your Love Food Hate Waste campaign period?

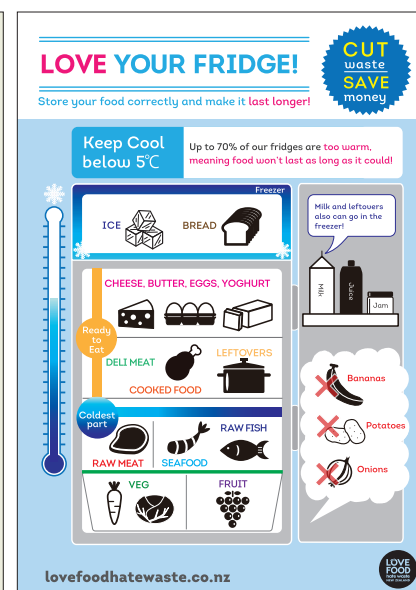
Why not try using one or two questions per day and send them to colleagues at the start of each day, and then send the answers out at the end of the day?

3. Running your Love Food Hate Waste day/week

3.7 Posters

Love Food Hate Waste has a number of posters available for your use. They can be placed around your premises and provide a range of hints and tips to help everyone waste less food and save money.

Posters available from lovefoodhatewaste.co.nz



4. Publicising your Love Food Hate Waste day/week

Remember to tell people about your Love Food Hate Waste day/week, this will not only demonstrate your commitment to corporate social responsibility, but will also encourage others to reduce their food waste too.

4.1 Tell Love Food Hate Waste

If you are planning to run a Love Food Hate Waste day/week, don't forget to tell the Love Food Hate Waste team at info@lovefoodhatewaste.co.nz. We can spread the word via our social media channels. We may also be able to mention you in our Love Food Hate Waste blog.

4.2 Tell the media

Getting the media involved with your day/week is a great way to publicise it. If you have a PR team then it's best to get their advice and use their expertise. You can send your press releases to your local media and to relevant trade magazines.

Don't forget to take photos of colleagues taking part in activities. The press are always glad to receive a photo and are more likely to run the story, if you provide one.

4.3 Social media

Making use of social media such as Facebook or Twitter is a quick and easy way to tell the world about your campaign, and what's more, it's free! Follow us @LFHW_NZ and friend us on Facebook Love Food Hate Waste New Zealand.

Posting messages and photos on your own Facebook pages will help bring your campaign to life and engage others; you could post pictures of delicious leftover lunches and people's activities. Encourage your colleagues to post comments about what they've learnt and share their favourite Love Food Hate Waste hints, tips and recipes.

If you have a blog on your website, blog about your Love Food Hate Waste day/week or ask your colleagues to blog about their experiences as they try to reduce their food waste and share this amongst internal and external contacts.

5. Conclusion

We hope that you and your colleagues enjoyed your Love Food Hate Waste day/week and we would recommend that you review it to see whether it has helped people to reduce food waste at home and at work. Use these findings to continue engaging with your people on the subject of food waste and why not have one every year?

We would also love to hear from you what went well, so that we can share your experience with others. Contact us on **info@lovefoodhatewaste.co.nz** or phone us on 09 476 7164 for any help or support in running your Love Food Hate Waste day/week.

lovefoodhatewaste.co.nz

**Bread is NZ's
No.1 wasted food**
20 million loaves per year



Love your bread
Keep your bread in a cool, dark
and dry place or freeze it.

For ways to reduce your food waste visit
lovefoodhatewaste.co.nz

LOVE
FOOD
hate waste
NEW ZEALAND

**The average
New Zealand
family throws
away \$563 worth
of uneaten food
every year.**



Sad, isn't it?
Sadder still, all of it
could have been eaten.

For ways to reduce your food waste visit Facebook
facebook.com/lovefoodhatewastenz

LOVE
FOOD
hate waste
NEW ZEALAND

Survey questions template

for use before and after the day/week

[Delete one of the paragraphs below as applicable, depending on whether you are sending it out before or after your Love Food Hate Waste day/week.]

For before your campaign

[Insert name of organisation] will shortly be running a Love Food Hate Waste day/week, helping everyone to waste less food and save money. Please complete this survey to help us plan.

For after your campaign

As you know, [insert name of organisation] has been running a Love Food Hate Waste day/week. Please complete this survey to help us evaluate whether the day/week helped everyone to reduce the amount of food that they waste.

1. What food do you throw away at work, and how often? Why do you waste these foods?

	ONCE A DAY	TWICE A DAY	MORE THAN TWICE A DAY	A FEW TIMES A WEEK	A FEW TIMES A MONTH	WHY?
Sandwich crusts						

Survey questions template

for use before and after the day/week

2. How much do you worry about throwing food away at work?

A great deal	<input type="checkbox"/>
A fair amount	<input type="checkbox"/>
A little	<input type="checkbox"/>
Not very much	<input type="checkbox"/>
Not at all	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

If you answered 'not very much' or 'not at all', why is this?

Because it goes to be composted	<input type="checkbox"/>
Because it's cleared away each day	<input type="checkbox"/>
Because it's unavoidable	<input type="checkbox"/>
Because it's not an issue	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

3. What ideas do you have to cut down on food waste in the office?

4. Do you think you waste more food in the office, than at home?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
I waste the same amount	<input type="checkbox"/>
I don't know	<input type="checkbox"/>

5. Would you like to take part in an internal food waste challenge?

Yes – I'd like help to try going food waste free for a week (please leave your contact details so that we can contact you)

Thank you for taking the time to complete this survey

Survey questions template

for use after the day/week

As you know [insert name of organisation] has been running a Love Food Hate Waste day/ week. Please complete this survey to tell us what you thought of the week and the activities which we organised.

1. Which activities did you take part in?

	Yes	No	Didn't know about it
Took the LFHW challenge			
Attended the LFHW lunchtime session			
Took part in the leftovers lunch challenge			
Cooked a LFHW recipe			
Read the daily LFHW email			
Read the LFHW posters			
Sent LFHW info to a friend			
Had a go at the LFHW quiz			
Cooked a LFHW recipe			
Completed a food waste diary			

And what did you think?

Liked it	Disliked it

Survey questions template for use after the day/week

2. Has the day/week changed your food waste behaviour at all?

	Yes	No	Didn't know about it
At work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If yes, tell us what/how?

If you didn't take part in anything, why was this?

3. What else would you have liked to have seen during the day/week?

Thank you for taking the time to complete this survey

Email template

Day 1

Include LFHW logo if you can.

Include an image relevant to the day/week if possible to engage the reader.

Welcome to our Love Food Hate Waste day/week

In New Zealand we waste 122,000 tonnes of food and drink every year just from our homes. Most of this could have been eaten, if only we had managed it better, whether through:

- meal planning;
- better storage;
- understanding date labels;
- cooking just the right amount; or
- knowing how to turn leftovers and forgotten foods into tasty meals and treats.

Can you guess New Zealand's most wasted food item? It's bread!! New Zealanders throw away 20 million loaves of bread every year. That's children not eating their crusts; people throwing away bread ends because they are too thin to toast and bread going stale or mouldy. Other foods in the top ten are leftovers; potatoes; apples; chicken, bananas, lettuce, oranges, pumpkins and carrots. But we're wasting food at work too! We all waste food, so that's why [insert name your of organisation] will be spending the next five days helping everyone in [list locations where the campaign is taking place] to make the most of their food and drink, waste less, save more and make a difference environmentally.

We'd like you to get involved during the day/week in whatever way suits you best. Spot the top tips [insert details of where these posters are on display] and ask us if there's anything you need to know, such as:

- What is the best way to store fruit to make it stay fresh for longest?
- How do I store and reheat rice safely?

Today's action for you to take:

Sign up to at least one activity during the day/week! These include:

- Lunchtime Love Food Hate Waste Taster Sessions with [insert name], [insert details of location and time]
- We challenge you to have a leftovers lunch every day during this week. Send your photos to [insert name] and the best one will win a fantastic prize!
- On [insert day] we have a café in [insert location] where you can ask our resident food waste experts your questions.

Thanks for getting involved!

Email template

Day 2

Include LFHW logo if you can.

Include an image relevant to the day/week if possible to engage the reader.

Lovely leftovers lunches

New Zealanders spend up to \$563 a year on food they buy then throw away uneaten. This adds up to \$872 million worth of food thrown away by households every year.

Maybe you cooked too much pasta or rice for dinner, or perhaps you have odds and ends left in the fridge? Making the most of those lovely leftovers (and the forgotten wrinkly foods at the back of the fridge or in the fruit bowl) and creating a delicious lunch will save you time spent queuing for food at lunchtime, and hard earned money.

With the average bought lunch costing around \$7, that's \$1,680 you could save per annum by making your own lunch. Combine that with wasting less food and you could save up to \$2,200 a year. So we're challenging you to bring your own lunch to work every day this week and use up those leftovers and odds and ends in the fridge. Yep, we want to see what you've got for lunch...

Use your imagination, see what you can create, and tell us about it! Send a photo of your leftover lunch to [insert name] by [insert time and date] and be in with the chance of winning [insert prize]. The prize will go to the person who has the most unusual (but tasty!) leftover lunch.

Ideas for lovely leftovers lunches

Sandwiches, wraps or rolls

- There is always something available to make a quick sandwich – meat from your Sunday roast, a boiled egg mashed with mayo, an open packet of ham,

cheese spread, peanut butter or Marmite. Adding salad leaves, tomato or cucumber gives a crunch. If you get really stuck, jam and bananas make good sandwiches!

Leftover pasta or rice

- Mix with a spoonful of pesto or mayo and any leftover veggies, ham or cooked sausages to make a tasty pasta salad ... you could even add some grated cheddar or crumbled feta if it needs using up.
- A portion of homemade lasagne makes a perfect lunchtime treat ... and why not add the last bits of garlic bread?

Jacket potatoes

- A big bag of potatoes is really cheap. Pop a spud in the oven whilst you're cooking your dinner; once cooked, let it cool and store in an airtight lunch box in the fridge. Then for lunch reheat in the microwave until piping hot and top with whatever you have leftover. Our favourites are cheese, beans, bolognaise, chilli, curry, coleslaw and hummus!

Cold pizza

- Could it get any easier? Wrap any leftovers in cling film or pop them in a lunchbox and store in the fridge until required.

For more ideas visit lovefoodhatewaste.co.nz

Finally, please remember to eat the food that you bring into work. Food gets left in our fridges and then has to be thrown away – what a waste!

Email template

Day 3

Include LFHW logo if you can.

Include an image relevant to the day/week if possible to engage the reader.

Much of the food we buy has either a use by or best before date on them. But do you know the difference?

The 'Use By' is there for your safety and is only found on foods where there is a safety risk. Therefore food should not be eaten past this date, but it can be eaten or frozen right up to it.

The 'Best Before' date relates to quality - it will be at its peak condition at this time - food will still be safe to eat after the date, but may not be at its best. For items with a best before date you can use the smell, look, colour and even taste to see whether it's still ok to eat. For items with a use by date on it, no matter how good it looks, it should be thrown away. This is because many of the bugs that can make us seriously ill cannot be detected by smell or even taste.

The freezer can be a lifesaver for items nearing their use by date. You can freeze milk, meat, cheese and even eggs right up to their use by date and then defrost them when you want to use them. Fresh fruit that is getting too ripe can also be chopped up or stewed and then frozen. You can use the frozen fruit in smoothies, baking, ice cream and delicious desserts.

Tips for using your freezer

- Keep a marker pen handy in the kitchen for labelling up your containers with the contents and the date prepared - this will make it much easier to identify in the freezer.
- Why not put those plastic takeaway containers to good use - they'll be great for portioning up and freezing your batch-cooked favourites. Empty marg tubs work really well too. If you run out of space, decant the frozen food into a freezer bag so you can reuse the tub.
- Multibuys are a temptation when out shopping, but it's good to think about when you will use them, or why not share them with family and friends.
- If you buy meat in bulk, or when it's on special, pop it in the freezer. Then once it's defrosted and been cooked into a delicious meal it's safe to refreeze it again.
- Remember to eat from the freezer at least once a week - freeing up space and keeping it in tip top quality.

Check out the Using your Freezer poster for more tips.

Email template

Day 4

Include LFHW logo if you can.

Include an image relevant to the day/week if possible to engage the reader.

Include the using your fridge/freezer poster.

Get friendly with your fridge

LOVE YOUR FRIDGE

Storing food in the right way helps keep it fresh and tasty for longer and means less of the food we buy gets wasted. That's good for the environment and our pockets.

- Remember to keep your fridge temperature below 5°C. Research shows that up to 30% of our fridges are too warm, meaning food won't last as long as it could. Milk goes off much quicker, if the fridge is just a few degrees too warm.
- In drier parts of New Zealand such as Canterbury, bread keeps better in a cool dark place such as a cupboard to stop it going stale. In more humid areas such as Auckland store bread in the fridge to prevent it going mouldy. Bread also freezes well for use another time.
- Did you know that seven out of 10 of the most wasted foods are healthy fruit and vegetables? The fridge is the ideal place to store most of your fruit and veg (except bananas and pineapples – keep these cool but don't refrigerate). Potatoes and onions are better stored in a cupboard or pantry. But store them separately as they last longer when they are not in close proximity. In fact fruit lasts up to two weeks longer in the fridge than in the fruit bowl.
- Remember fresh fruit and veg need to breathe in the fridge so don't store them in completely sealed containers. Fruit and veg packaging has been designed to help it stay fresh for longer, so don't take the packaging off until you're ready to eat the food.
- Once opened, food like cheese and ham keep better if they're well wrapped by re-closing the pack, wrapping in cling film or foil, or putting it in an air tight container.
- Make the most of your food by cooling leftovers as quickly as possible after cooking and store them in the fridge. Eat within two days or freeze for another time. The Love Food Hate Waste NZ website has some great recipe ideas for making the most of your leftovers.
- And finally if you aren't going to eat it, remember you can always freeze food before the 'use by' date. Defrost when you need it and use within 24 hours.

Email template Day 5

Include LFHW logo if you can.

Include an image relevant to the day/week if possible to engage the reader.

Include the \$872 million food scandal infographic.

The end of the campaign, but the start of great new habits

This week all of us at [insert name of organisation] have been trying new things to waste less food at home, at work, and when out and about. I hope you have found the tips and ideas useful, and you start to see your food waste and shopping bills go down.

Many thanks to [insert names of people who have organised and run the LFHW initiative] for helping make this campaign happen.

We'd like to leave you with our top three asks for the weeks ahead:

1. Get to know **lovefoodhatewaste.co.nz** to find plenty more tips and recipe ideas - and send the link to a friend or relative to spread the word.
2. Encourage others to get involved with Love Food Hate Waste and save money. From training to poster artwork, to ideas for a food waste free day, Love Food Hate Waste can help.
3. Do one thing differently as a result of this campaign. For example
 - If you store your apples in the fruit bowl, get them into the fridge and keep them fresher for longer.
 - With loaves of bread keep half out for sandwiches and pop the other half in the freezer.
 - If your fruit is getting overripe, cut it up into pieces, freeze it, then use it up in smoothies.
 - If you're hosting a potluck dinner and a shared lunch have some used takeaways containers handy or encourage people to bring some along and then invite them to take any leftovers home. There is nothing nicer than other people's cooking!!

Quick Love Food Hate Waste quiz

Q1 How much good food do we throw away from our homes every year in NZ?

- A. 48,000 tonnes
- B. 122,000 tonnes
- C. 67,000 tonnes

A1 B. We throw away 122,000 tonnes of food and drink from our homes every year, all of which could have been eaten. It's costing us \$872 million a year and it is bad for the environment too.

Q2 Is it safe to eat food after its best before date?

A2 Yes. These dates refer to quality rather than food safety. Foods with a 'best before' date should be safe to eat after the 'best before' date, but they may no longer be at their best.

Q3 How much money does the average household waste every year by throwing away food which could have been eaten?

- A. \$125
- B. \$563
- C. \$398

A3 B. Wasting food costs the average household up to \$563 a year,

Q4 Is it safe to eat food after its use-by date?

A4 No. These dates refer to safety. Food can be eaten up to the end of this date but not after, even if it looks and smells fine. Always follow the storage instructions on packs.

Q5 Can food be frozen up to its use by date?

A5 Yes. To extend the life of food beyond its date, freeze it before the date and defrost and use within 24 hours.

Q6 Can you name a fruit that does not keep for longer if stored in the fridge?

A6 Bananas or pineapple

Q7 Can you name a vegetable that does not keep for longer in the fridge?

A7 Potatoes or onions

Quick Love Food Hate Waste quiz

Q8 If you live in an area with high humidity, where should you keep your bread?

A8 If you are unsure of how much fresh bread your household will get through, you should store bread in the freezer, for example by putting half of the loaf in a freezer bag. Store the other half in the fridge.

Q9 Can you refreeze meat if it has been cooked?

A9 Yes if you take raw meat out of the freezer and cook it into a meal it can be safely refrozen.

Q10 What's the most wasted food in New Zealand?

A10 Bread