

# LOVE FOOD HATE WASTE SURVEY 2022

## INTRODUCTION

469 people participated in a Love Food Hate Waste New Zealand Survey during February and March, 2022. Participants were self-selected and heard about the survey from our electronic newsletter which they subscribe to or through LFHW social media channels. No payment was received for participating in the survey.

Love Food Hate Waste New Zealand is a campaign that has been running since 2016 and is based on the UK Love Food Hate Waste Campaign.

## DEMOGRAPHICS

Surprisingly for a New Zealand based campaign, the majority of respondents were from the United Kingdom.

- 43 New Zealanders
- 1 Belgian
- 1 Canadian
- 424 English/Welsh/Scottish

## THIS IS WHAT RESPONDENTS SAID THEY WASTE

FOOD ITEM	%
VEGETABLES	29%
BREAD	18%
LEFTOVERS	16%
FRUIT	16%
I DON'T KNOW WHAT I WASTE	9%
DON'T WASTE FOOD/ ONLY UNAVOIDABLE	4%
PASTA OR RICE	3%
MEAT	2%
DAIRY PRODUCTS	1%
DRIED/ FROZEN/ NON PERISHABLE SAUCES FOOD	1%
OPENED JARS/ SAUCES IN FRIDGE	1%

This is slightly different from the New Zealand LFHW bin audits, but as the majority of respondents were from the United Kingdom this is not really surprising/ The NZ food waste audits from 2020 found the following to be most waste foods:

- Bread
- Leftovers
- Oranges and mandarins
- Apples
- Bananas

- Potatoes
- Poultry
- Rice
- Lettuce
- Beef

## WHY FOOD IS WASTED

Over 200 respondents chose “other” as the reason they waste food. However, we did some analysis and the majority fitted into categories we already had.

For example, “Produce doesn’t last very long” or “breads goes mouldy” ***could be interpreted to mean “Lack of knowledge about storage”***

Likewise, “Sometimes I can't eat everything before it goes off” or “My fresh produce box has greater quantities than I eat ***could be interpreted to mean “I buy too much food”***. For those of you who get a fresh produce box delivered can you get a smaller one or share a box with neighbours?

A few people said they don’t have a food waste collection in their area. While we believe all councils should have a food waste collection system for unavoidable food waste, disposing of food waste in a compost bin does not *reduce* food waste

11% chose not having enough time as the reason they waste food. Another 3% indicated lack of planning was the reason they waste food. While planning may take a bit of time to do, it actually saves you time by making shopping quicker (because you have a list to follow), and saves you time because your meals are already decided and all you have to do is cook them. Planning saves you even more time if you let someone do the planning – such as by using our meal planners! (see below).

REASON	%
BUY TOO MUCH FOOD	15%
LACK OF TIME = LACK OF PLANNING!	15%
DON'T KNOW WHAT TO DO WITH IT	14%
NO ROOM IN FREEZER	14%
LACK OF KNOWLEDGE ABOUT STORAGE	11%
CHILDREN / GRANDCHILDREN WASTE FOOD	7%
WE ONLY DISCARD UNAVOIDABLE FOOD WASTE	5%
WE END UP BUYING TAKEAWAYS OR EATING OUT INSTEAD	5%
DON'T KNOW WHY	4%
FORGET THINGS IN FRIDGE OR BIN	3%
COOK OR SERVE TOO MUCH	2%
SINGLE PERSON HOUSEHOLD	2%
MY FLATMATES WASTE FOOD	2%

## ACTIONS TAKEN TO REDUCE FOOD WASTE

While feeding food waste to animals or composting is better than food waste going to landfill, we are more interested in activity at the top of the waste hierarchy such as creating less food waste.

ACTIONS TAKEN	%
DOING A FRIDGE OR FREEZER HARVEST	73%
MAXIMISING FREEZER	70%
STORING FOOD PROPERLY	59%
MEAL PLANNING	55%
PRESERVING FRUIT AND VEG	38%
GIVING AWAY SURPLUS PRODUCE	22%
USING LEFW'S ( OR OTHER) RECIPES TO USE UP INGREDIENTS	8%
MAKING MEALS FROM LEFTOVER PRODUCE IE SOUP)	2%
NONE SO FAR	2%
BUYING OR COOKING LESS & MORE CAREFULLY	1%

## HELP ME!

Some people asked for help with things we can't do because we are New Zealand based, not in the UK so our supermarkets are different (and offer lots of unpacked produce). But the majority of people asked for things we already provide!

TYPE OF ADVICE WANTED	%
RECIPES	42%
ADVICE FOR STORING	8%
HEALTHY, BUDGET MEAL IDEAS ( PLANNERS)	3%
GENERAL TIPS IE ( FREEZER, FRIDGE TIPS)	3%
PORTION SIZES	2%

## RECIPES

42% of you wanted recipes. We have lots of these and are always adding to our [recipe bank](#). We have a search function so you can type in the item you want to use up and see what recipes come up - this is the best way of working out what to do with produce that is nearly past its best.

We also recommend keeping a smoothie bag in the freezer. What's a smoothie bag? It's a bag kept in the freezer that you had peeled too-brown bananas to, as well as too-brown avocado, fruit that is past its best. And then add them to a smoothie along with your choice of milk and yoghurt.

Some of you asked for recipes for more unusual ingredients. However, our rule of thumb for our recipes is that they must produce no avoidable food waste and use ingredients that most people have at home or can buy easily. All recipes are flexible so just substitute normal flour with an unusual flour for example, or a plant protein for meat! And we do have some recipes for both [pickling](#) and [preserving](#)!

Quite a few people wanted recipes for using up [leftovers](#), and we have plenty of these!

While the majority of our recipes are aimed at families (because they are more likely to waste food) we do have some advice for people [living alone](#) or who have a different diet than the rest of their household. We also have some [single serve recipes](#).

#### **STORAGE**

We have a [whole page](#) dedicated to this. Please note it is based on research carried out in New Zealand in here it is best if bread is kept in the freezer. Advice on this may differ overseas.

We also have ideas for making the most of the [fridge and freezer](#).

#### **HEALTHY BUDGET MEAL IDEAS**

Meal planning is *the* best way to reduce food waste. And we have made it easy by producing some seasonal meal planners. The first ones are called Easy Choice Family Kai (kai means food in te reo Māori, the indigenous language of Aotearoa New Zealand). There are 4 seasonal booklets that can be downloaded from [here](#).

Recently we have collaborated with one of our New Zealand supermarkets to produce new seasonal meal planners. They can be used at any supermarket!

So far we have created:

- the Spring Meal Planners which can be downloaded from [here](#).
- the Summer Meal Planners which can be downloaded from [here](#).
- The Autumn Meal Planners which can be downloaded from [here](#).
- And keep an eye out for the Winter Meal Planners.

#### **GENERAL TIPS**

**CHILDREN:** Are your children the problem? Check out our tips [here](#) and for those specifically wanting to reduce waste from school lunches (In New Zealand children take their own lunch to school) check [this blog](#) out.

**PORTION SIZES:** We also have a page dedicated to [portion sizes](#).

**BEST BY AND USE BY DATES:** Confused about the difference between best by and use by dates? Check out our [page](#) dedicated to this topic.

**UNAVOIDABLE FOOD WASTE:** If you have already nailed avoidable food waste (ie you produce none) you might want to take the next step and find other uses for your unavoidable food waste. Check out our ideas [here](#).

**SEASONAL PRODUCE GUIDES:** It can be confusing working out what is in season these days when shops sell produce from other parts of the world meaning you can buy grapes or lettuce all year round! So we have produced some seasonal produce guides.

[What's cheap and in season in Autumn](#)

[What's cheap and in season in Winter](#)

[What's cheap and in season in Spring](#)

[What's cheap and in season in Summer](#)

**THANK YOU FOR PARTICIPATING IN OUR SURVEY AND WE HOPE THIS REPORT HELPS YOU TO FURTHER REDUCE YOUR FOOD WASTE!**