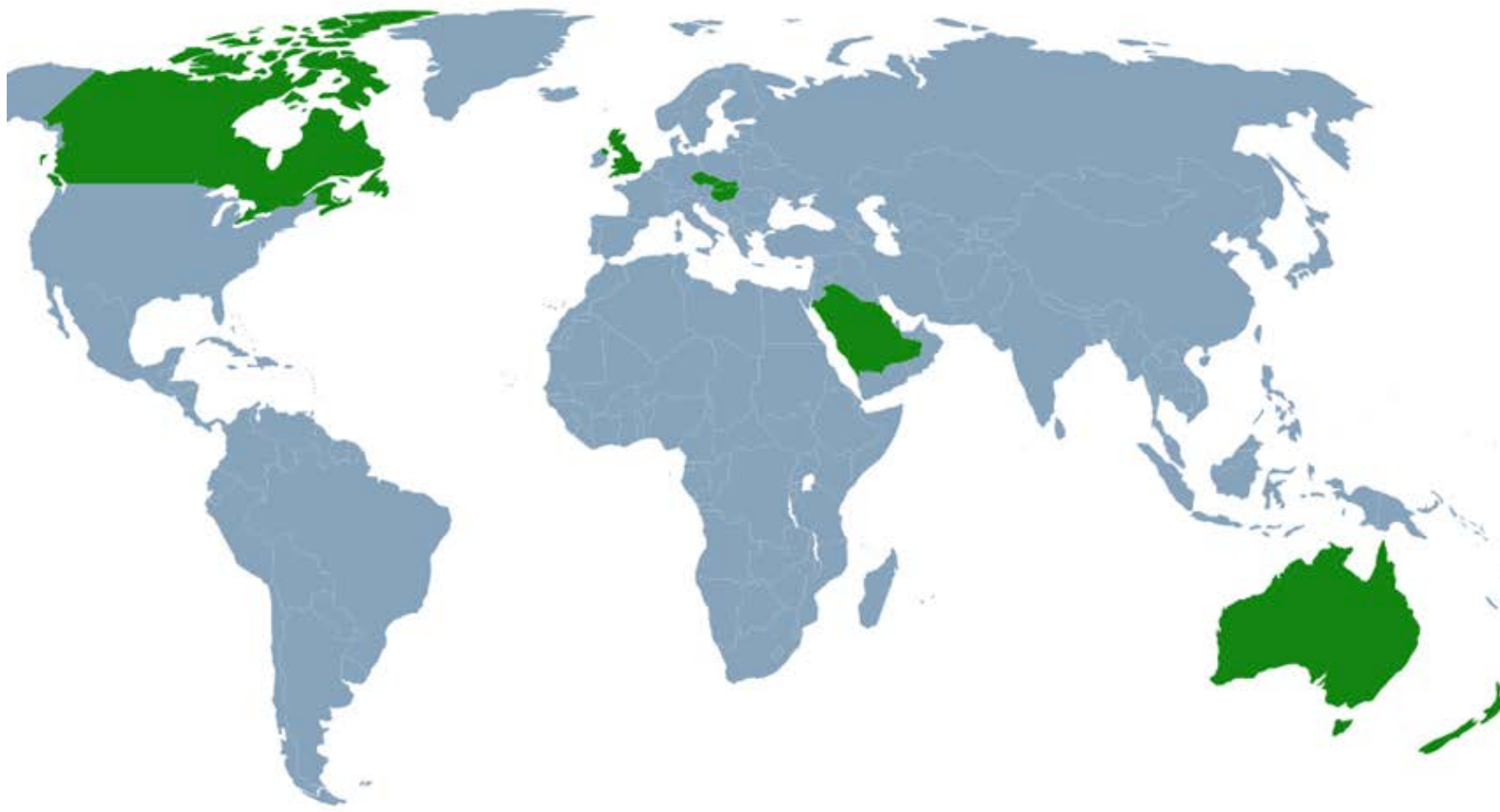




South Wairarapa District Council
Environmental Sustainability Committee
23 July 2026

Who we are



A global network across 8 countries

A trusted voice for helping households waste less food

Practical tools and engaging campaigns that support long-term behaviour change

Tackling two connected issues: keeping organics out of landfill and building food resilience





A national programme councils can activate locally

Supported by the Ministry for the Environment and 51 councils across Aotearoa

Through the strength of a national brand, councils can help communities save money, make food go further, and reduce the amount of food ending up in landfill.



Ministry for the
Environment
Manatū Mō Te Taiao



JOIN THE LEFTOVER LEGENDS CHALLENGE

LOVE FOOD
hate waste
NEW ZEALAND

TOOLKIT FOR LFHW NZ LICENSE HOLDERS
2 - 31 March 2026

Proud supporter
Woolworths



GREAT DATE DEBATE

*Use by or best before?
Let's settle the score.*

CAMPAIGN TOOLKIT
3 - 30 NOVEMBER 2025



LOVE FOOD
hate waste
NEW ZEALAND

BEAT THE BIN

CAMPAIGN TOOLKIT
4 - 31 AUGUST 2025



THERE'S A BETTER WAY TO MEAL PLAN

the FOOD CRITICS
JUDGE ON WASTE NOT TASTE

CAMPAIGN TOOLKIT FOR LFHW NZ LICENSE HOLDERS
3 - 30 MARCH 2025



CHILL OUT

**Fresh Food for Festive Fun*

CAMPAIGN TOOLKIT FOR LFHW NZ LICENSE HOLDERS
4 - 30 November 2024



**Less waste, more taste.
Become a Leftover Legend.**

12th August - 31st August 2024

CAMPAIGN TOOLKIT FOR LFHW NZ LICENSE HOLDERS

LOVE FOOD
hate waste
NEW ZEALAND

LEFTOVER LEGENDS



THE EASY WAY TO WASTE LESS FOOD

EAT ME FIRST

LOVE FOOD
hate waste
NEW ZEALAND

CAMPAIGN TOOLKIT FOR LFHW NZ LICENSE HOLDERS



Savour the Season

CAMPAIGN TOOLKIT

LOVE FOOD
hate waste
NEW ZEALAND

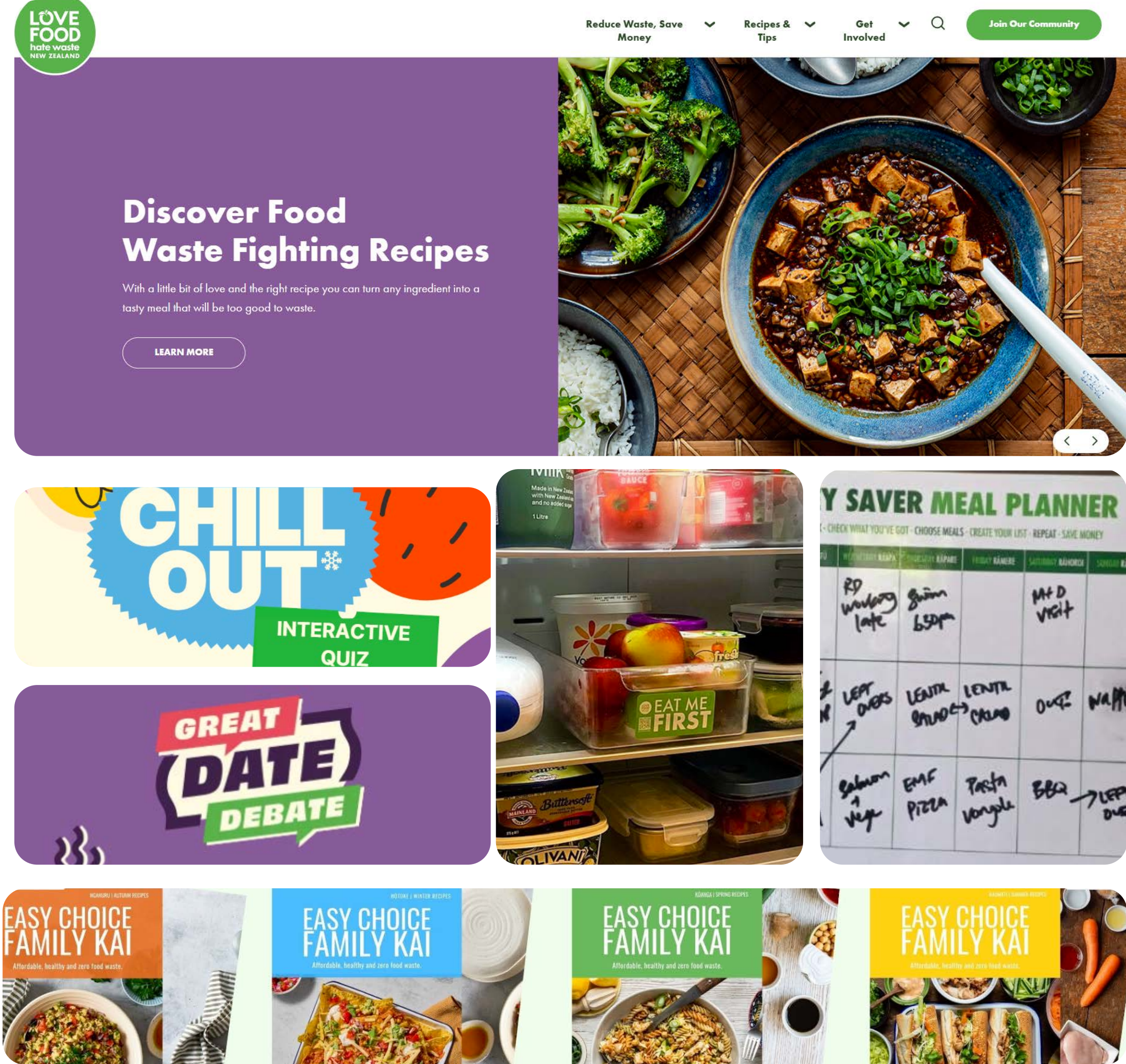


CELEBRATING FLEXIBLE COOKING

RECIPE REMIX
9 OCT-6 NOV

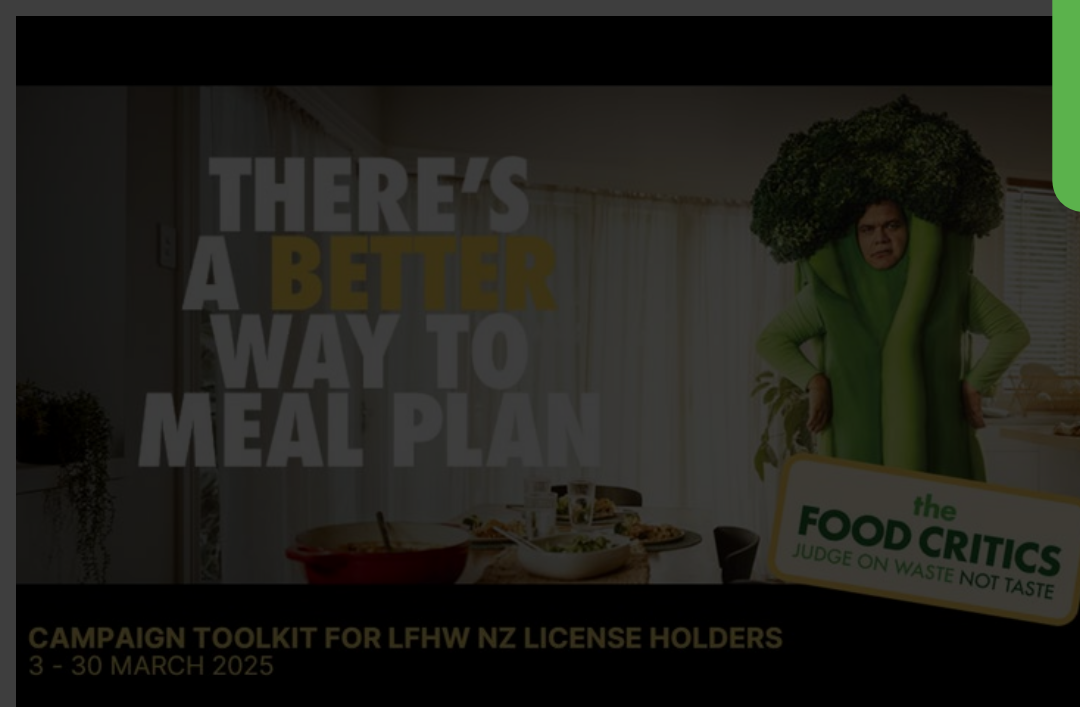
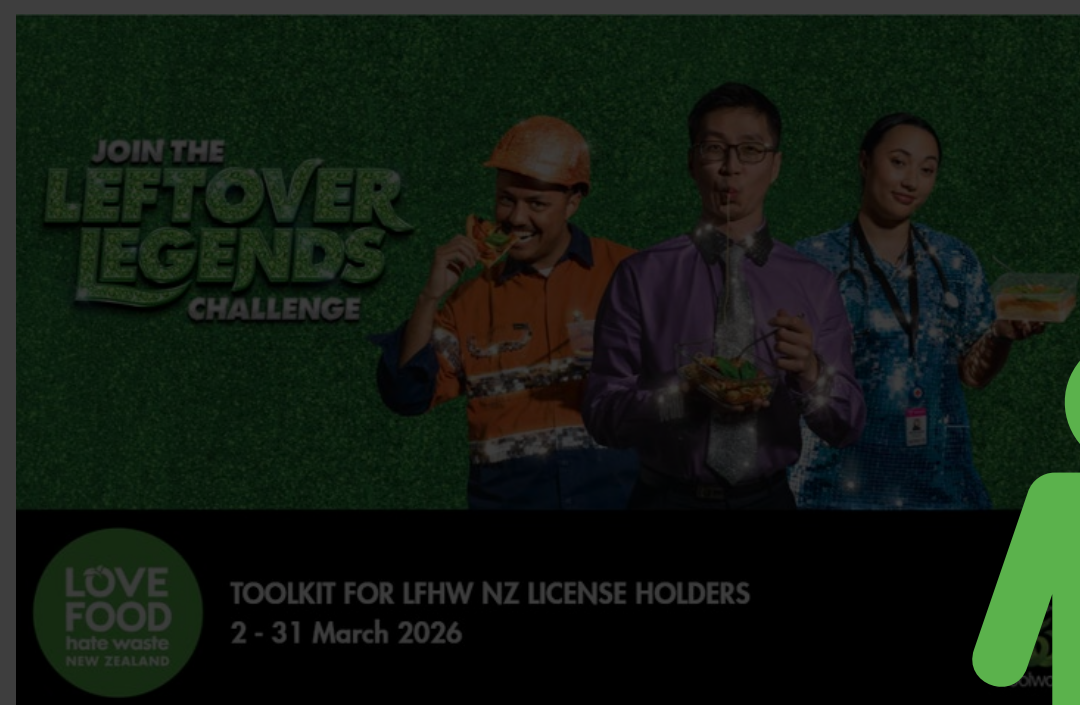
LOVE FOOD
hate waste
NEW ZEALAND

NZ's Household Food Waste Engine Room





1 in 4 Kiwis
aware of
LFHW NZ





LOVE
FOOD
hate waste
NEW ZEALAND

3 - 30 NOVEMBER 2025

CAMPAIGN TOOLKIT
4 - 31 AUGUST 2025

Less waste, more taste.
Become a Leftover Legend.

12th August - 31st August 2024

CAMPAIGN TOOLKIT
FOR LFHW NZ LICENSE HOLDERS



THE EASY WAY TO WASTE
LESS FOOD



CAMPAIGN TOOLKIT FOR LFHW NZ LICENSE HOLDERS

CAMPAIGN TOOLKIT



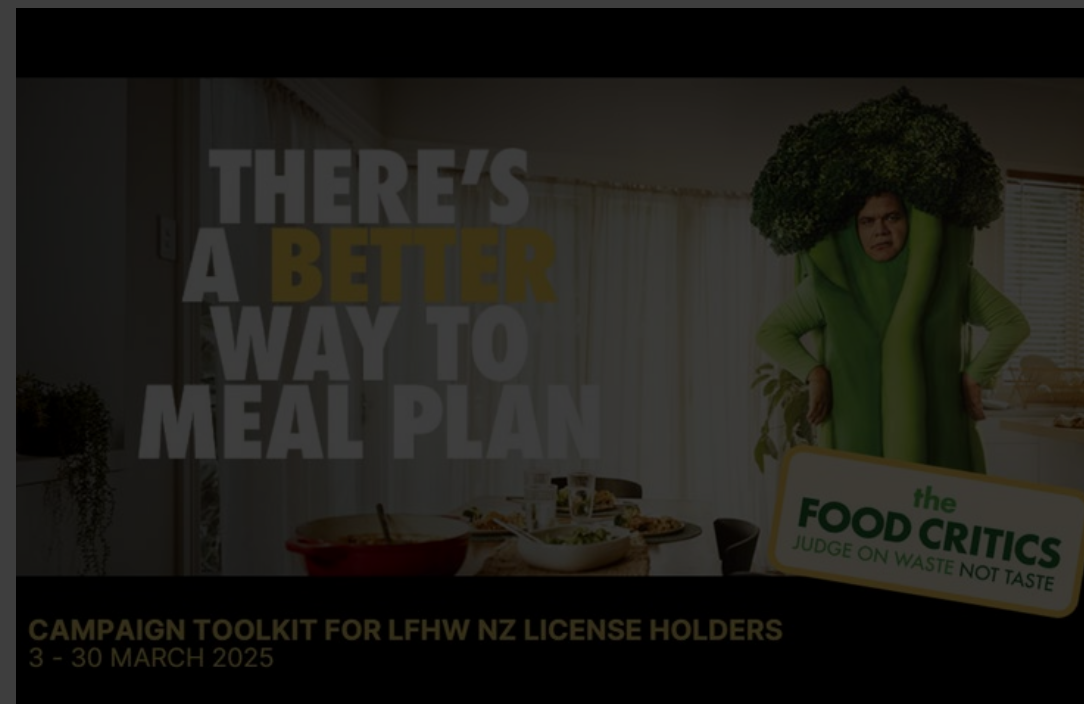
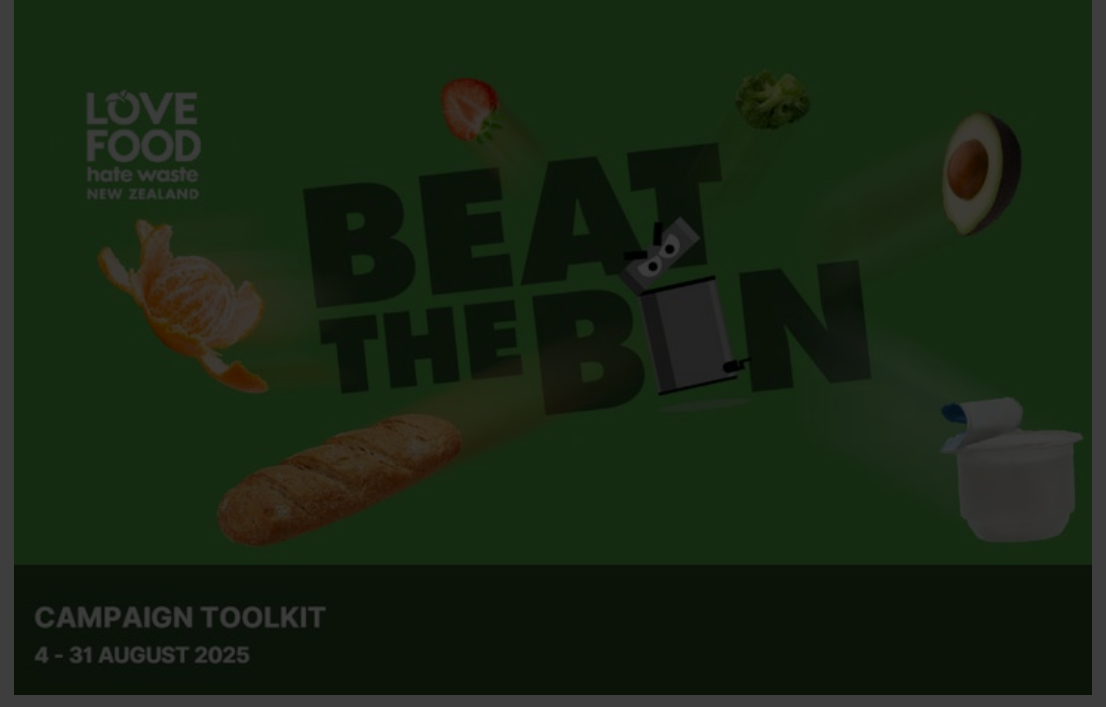
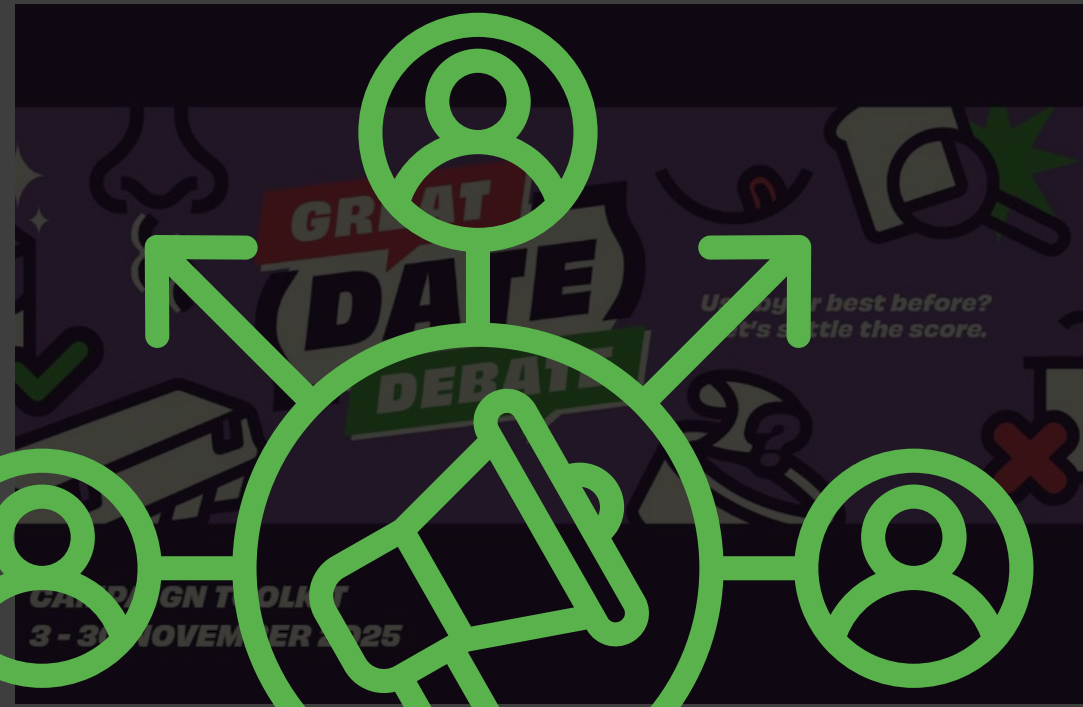
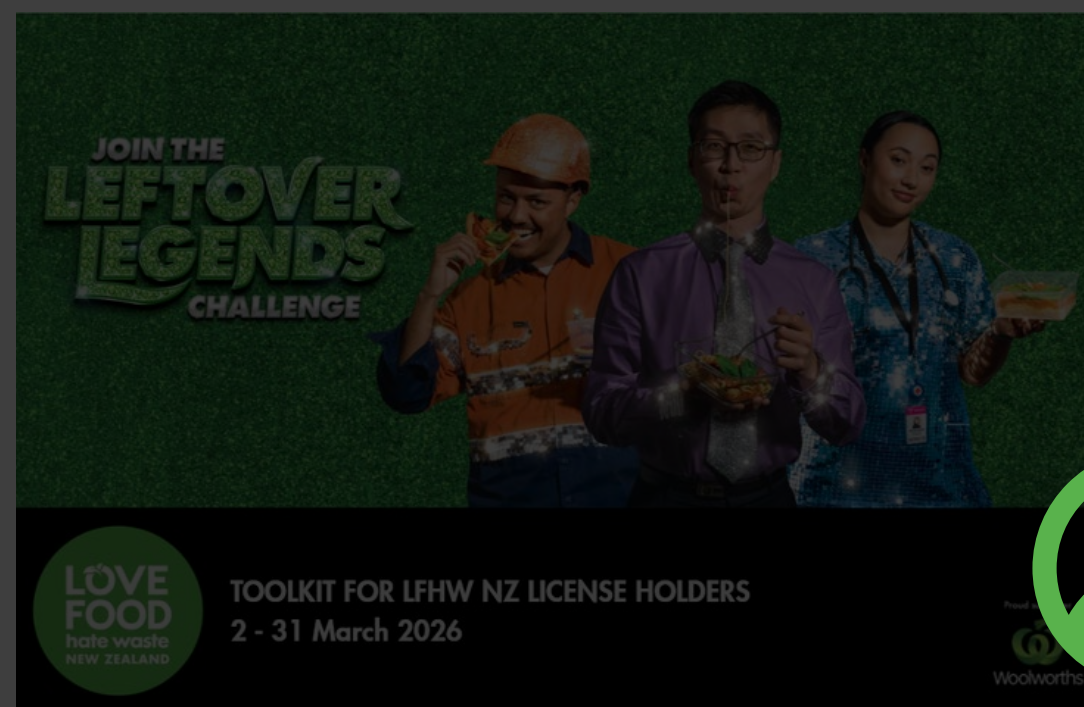
CELEBRATING FLEXIBLE COOKING

RECIPE REMIX
9 OCT-6 NOV

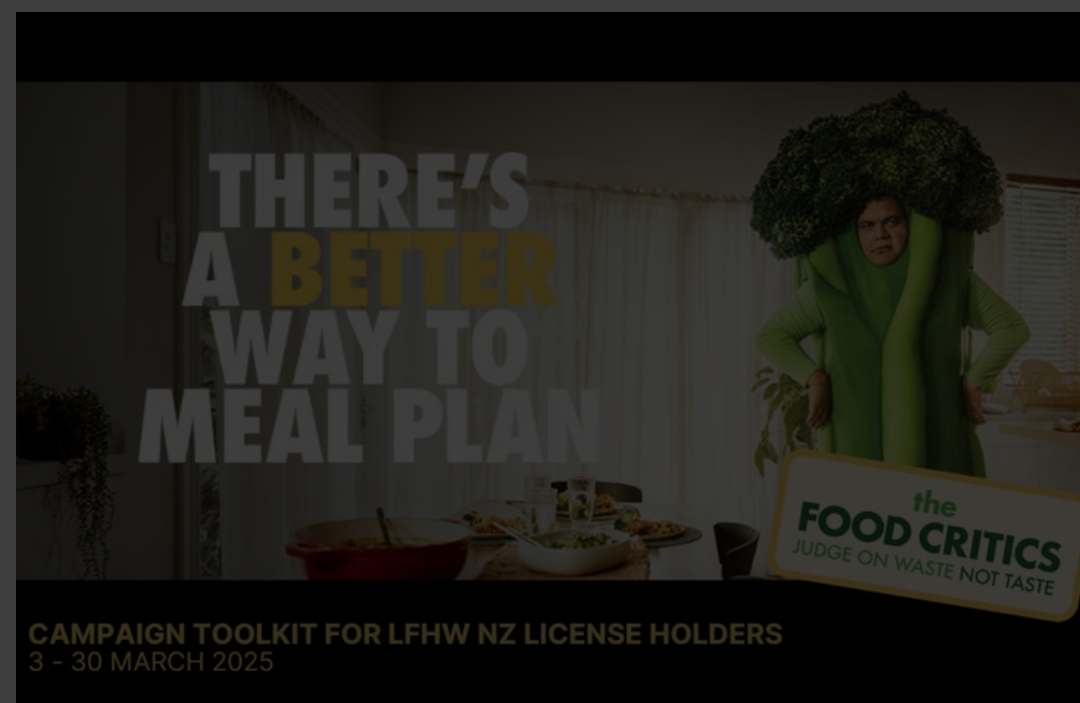
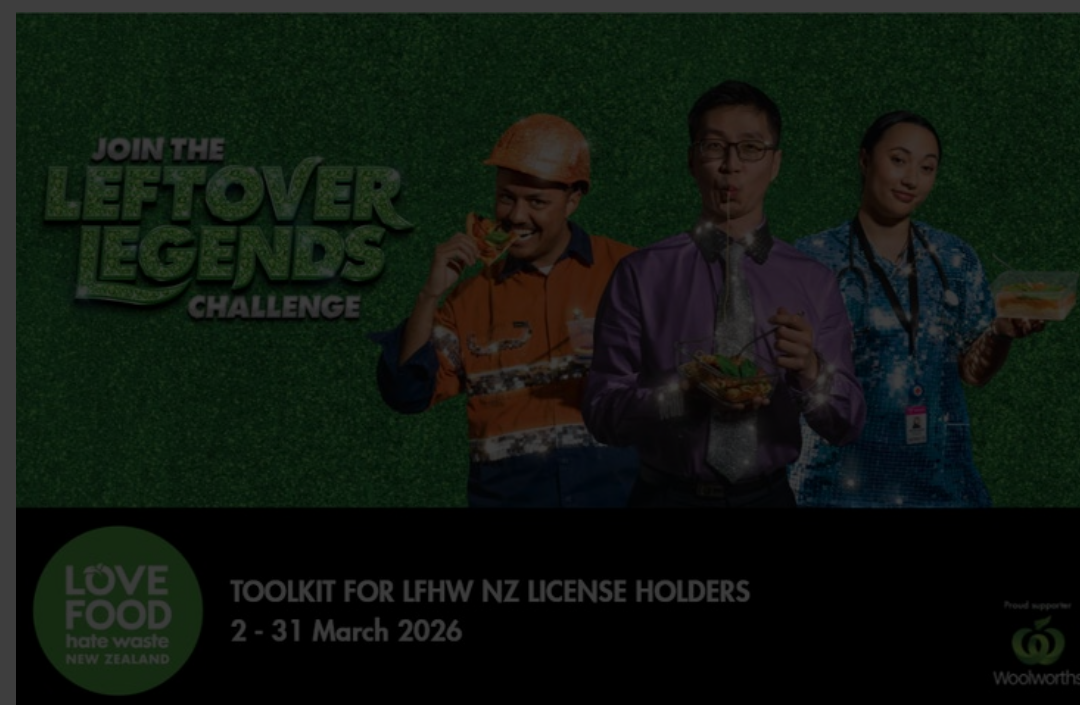


700K+
website visits
per year

10K+ downloads & quiz completes



14.4M+ reached via social media



287 media placements



121K+
community of
people taking
action.

LEFTOVER LEGENDS CHALLENGE



ationwide challenge to keep leftovers out of landfill

97%

PLANNED MEALS WITH LEFTOVERS IN MIND

91%

USED UP LEFTOVER INGREDIENTS THEY WOULD NOT NORMALLY HAVE USED

96%

SAID THEY ARE LIKELY TO CONTINUE USING LEFTOVERS MORE OFTEN

GREAT DATED DEBATE

Helping Kiwis decode date labels and trust their senses.

92%

CORRECTLY IDENTIFIED USE BY AS A SAFETY DATE
VS. 69% PRE CAMPAIGN RESEARCH

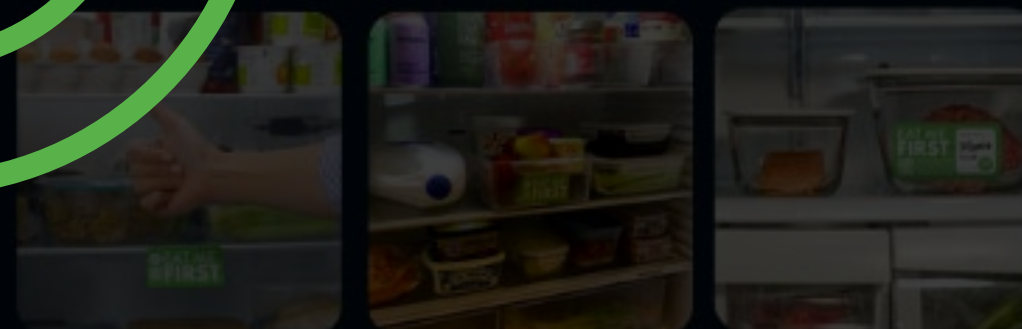
93%

CORRECTLY IDENTIFIED BEST BEFORE AS A QUALITY DATE
VS. 69% PRE CAMPAIGN RESEARCH

99%

COMMIT TO TAKING MORE ACTION
FROM CHECKING DATE LABELS MORE CAREFULLY TO SHARING WHAT THEY LEARNED WITH FRIENDS AND WHĀNAU.

KEEP AN EYE ON YOUR GROSS-ERIES



Our sticky solution to food waste

92%

SAVED MONEY BY USING FOOD THEY WOULD NORMALLY HAVE FORGOTTEN

99%

OF HOUSEHOLDS WITH KIDS REPORTED A SIGNIFICANT DROP IN FOOD WASTE

80%

WERE STILL CHECKING THEIR EAT ME FIRST SHELF DAILY AFTER SIX MONTHS

BEAT THE BOMB CHALLENGE

A FREE 3-week email challenge to kick-start food-saving

92%

LEARNED NEW STRATEGIES TO REDUCE THEIR FOOD WASTE

93%

WOULD RECOMMEND THE CHALLENGE TO OTHERS

97%

WILL CONTINUE WITH HABITS & STRATEGIES LEARNED

Campaigns have driven measurable impact



Campaigns have doubled our subscriber base, giving us a direct monthly channel to reinforce key behaviours and drive lasting change.

Source: Campaign specific evaluation surveys

LEFTOVER LEGENDS CHALLENGE



Nationwide challenge to keep leftovers out of landfill

97%

PLANNED MEALS WITH LEFTOVERS IN MIND

91%

USED UP LEFTOVER INGREDIENTS THEY WOULD NOT NORMALLY HAVE USED

96%

SAID THEY ARE LIKELY TO CONTINUE USING LEFTOVERS MORE OFTEN

GREAT DATED DEBATE

Helping Kiwis decode date labels and trust their senses.

92%

CORRECTLY IDENTIFIED USE BY AS A SAFETY DATE
VS. 69% PRE CAMPAIGN RESEARCH

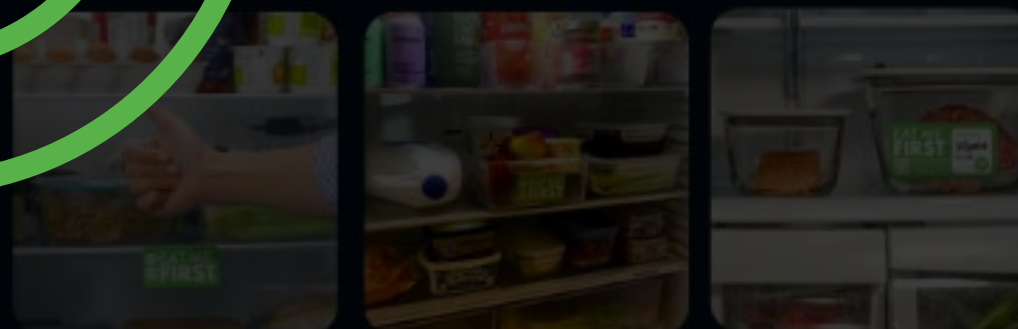
93%

CORRECTLY IDENTIFIED BEST BEFORE AS A QUALITY DATE
VS. 69% PRE CAMPAIGN RESEARCH

99%

COMMIT TO TAKING MORE ACTION
FROM CHECKING DATE LABELS MORE CAREFULLY TO SHARING WHAT THEY LEARNED WITH FRIENDS AND WHĀNAU.

KEEP AN EYE ON YOUR GROSS-ERIES



Our sticky solution to food waste

92%

SAVED MONEY BY USING FOOD THEY WOULD NORMALLY HAVE FORGOTTEN

99%

OF HOUSEHOLDS WITH KIDS REPORTED A SIGNIFICANT DROP IN FOOD WASTE

80%

WERE STILL CHECKING THEIR EAT ME FIRST SHELF DATE AFTER SIX MONTHS

BEAT THE BOMB CHALLENGE

A FREE 3-week email challenge to kick-start food-saving habits

92%

LEARNED NEW STRATEGIES TO REDUCE THEIR FOOD WASTE

93%

WOULD RECOMMEND THE CHALLENGE TO OTHERS

97%

WILL CONTINUE WITH HABITS & STRATEGIES LEARNED

We've also seen shifts nationally



Using an Eat Me First shelf
Up 5%



Use of meal planners
Up 3%



Eating food past its best before date
Up 7%



Leftovers not being eaten or used
Down 9%

*Source: 2026 Behavioural Trend Monitoring Survey
(Figures compared to 2024)*

Of those aware of
**LOVE
FOOD**
hate waste
NEW ZEALAND



60%

**report throwing away less food as
a direct result of hearing from us**
26% a lot less

Source: 2026 Behavioural Trend Monitoring Survey

Subscribers to
LOVE
FOOD
hate waste
NEW ZEALAND

64%

**say LFHW NZ has influenced them to
throw away less food.**

The newer the subscriber, the stronger the
influence.

Source: AK Research, 2026 LFHW NZ Subscriber Survey, n=948

Subscribers to

**LOVE
FOOD**
hate waste
NEW ZEALAND

As a direct result of hearing from us:

88%

Check what they already have
before buying more

87%

Always use leftovers for another
meal

87%

Freeze food before it goes to
waste

84%

Store food differently to help it
last longer

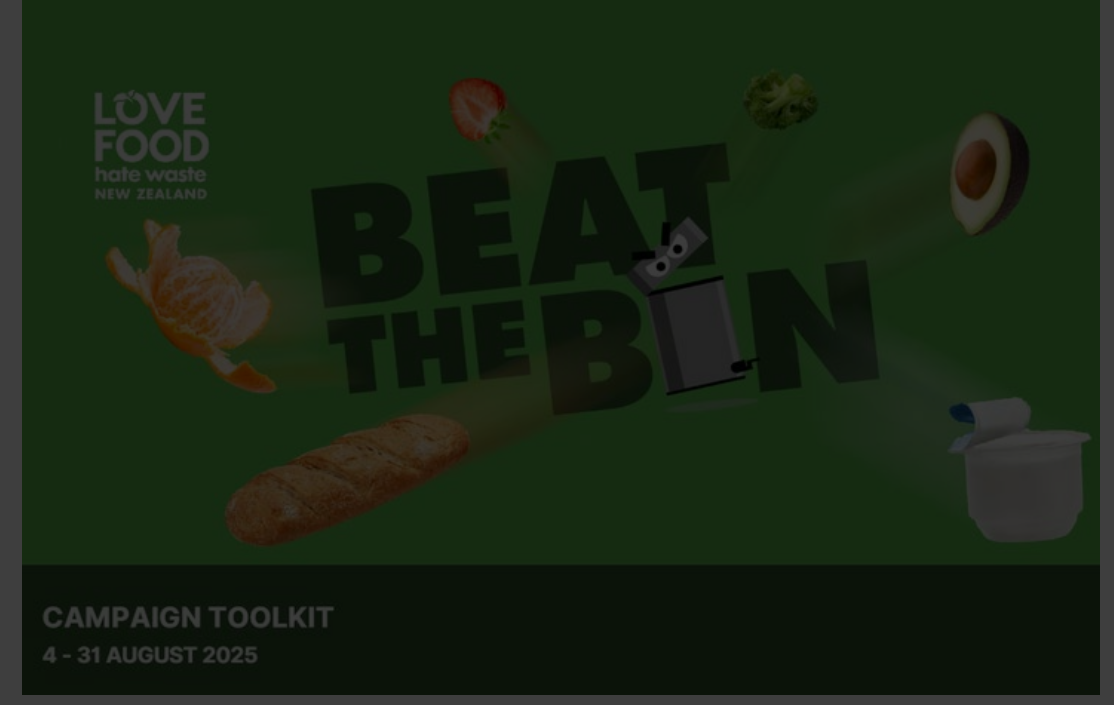
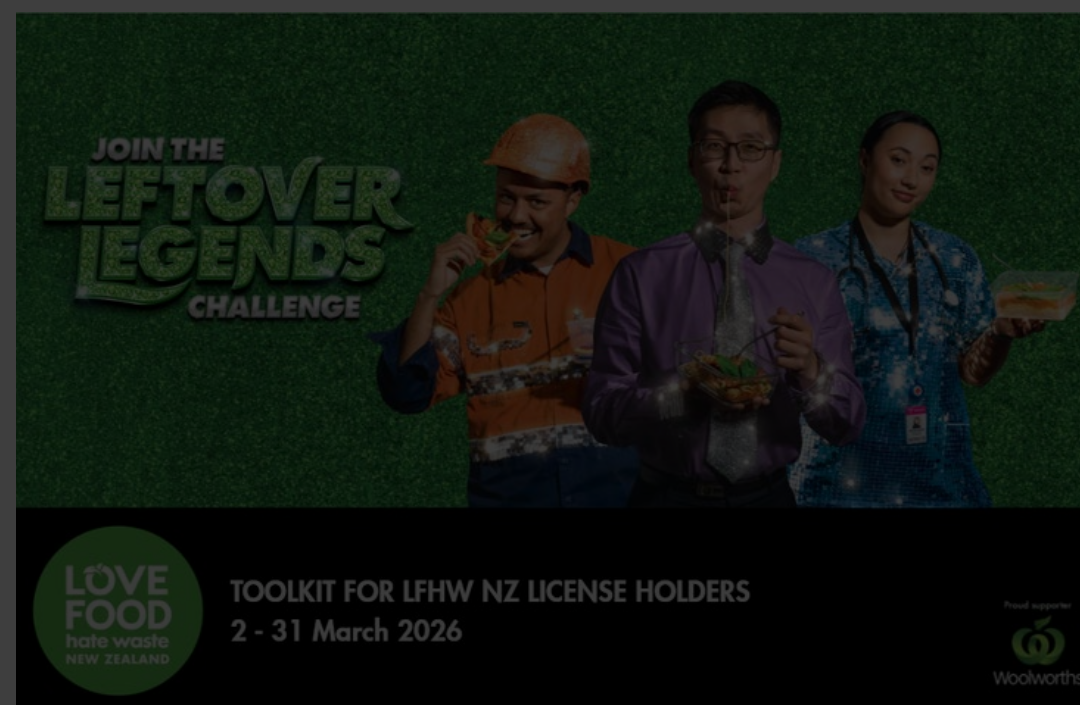
Source: AK Research, 2026 LFHW NZ Subscriber Survey, n=948

Subscribers to
**LOVE
FOOD**
hate waste
NEW ZEALAND

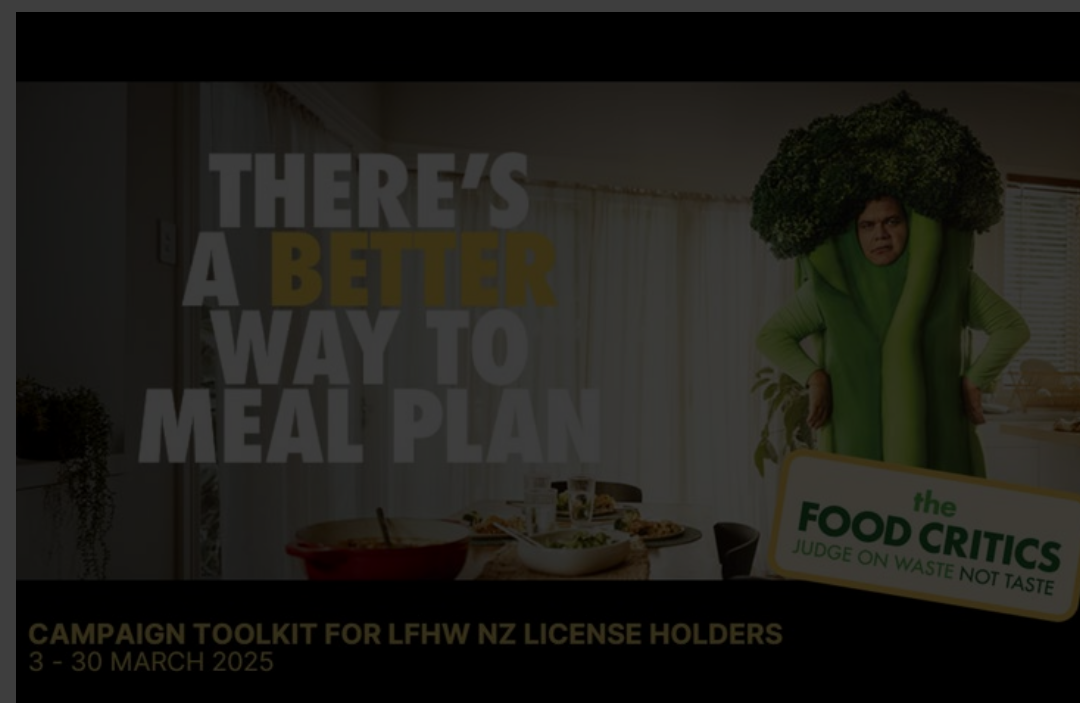
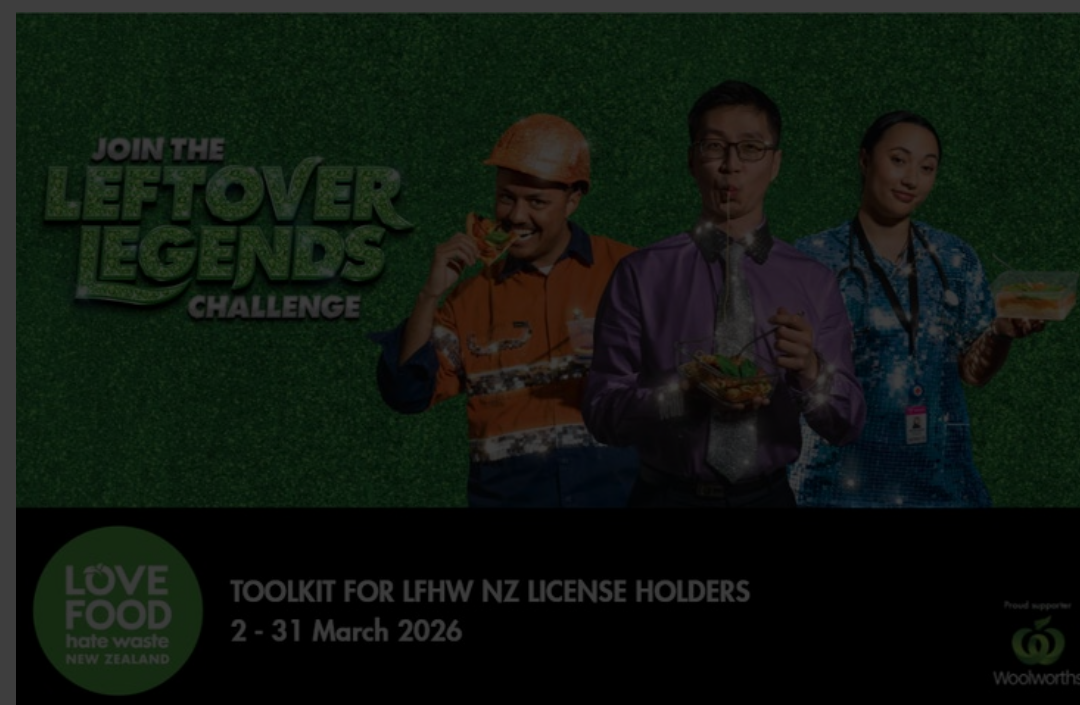
28.6kg

**Average food waste avoided per
subscriber per year.**

*Source: AK Research, 2026 LFHW NZ Subscriber Survey, n=948
KG baseline based on 2018 WasteMINZ Bin Audits*



Your support will help maintain the momentum

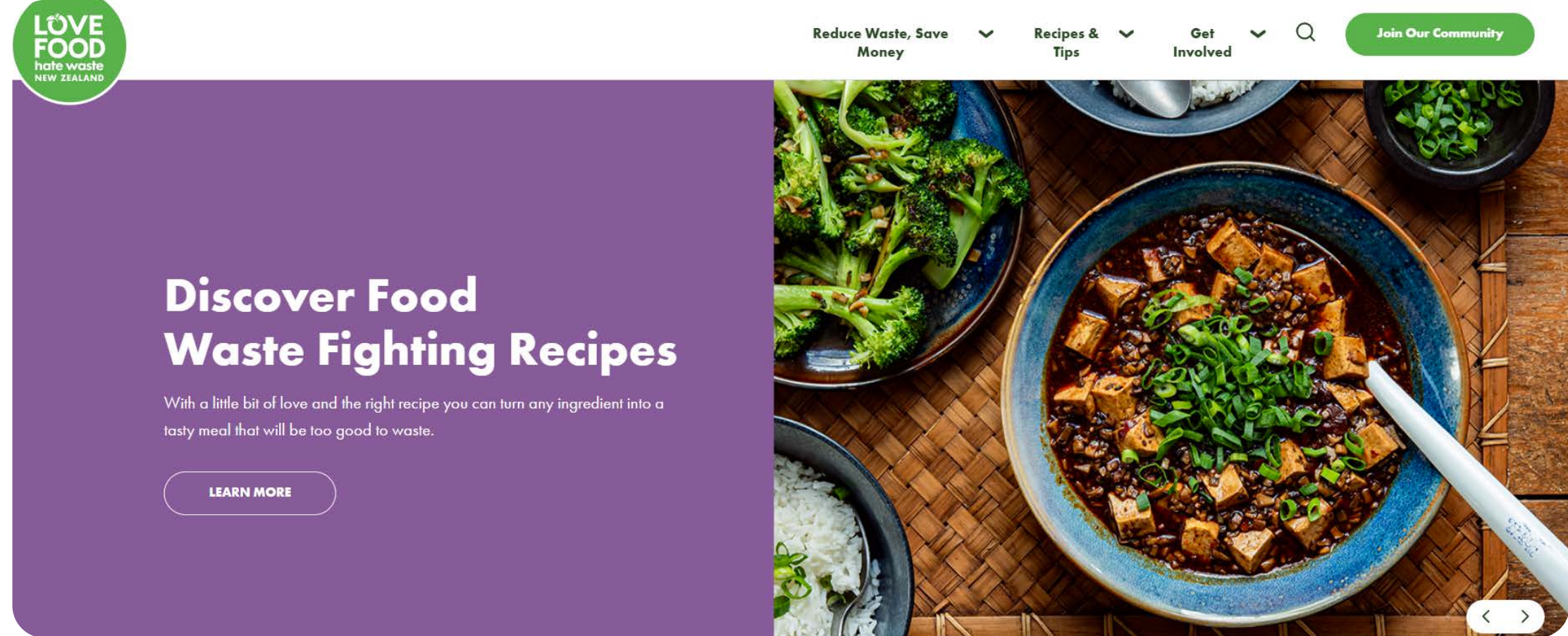


SWDC 3 year investment
\$771/year

Licenses keep the Engine Room running

Used by

- Individuals
- Waste educators/ initiatives
- Teachers & students
- Community groups
- Food rescue orgs
- Budgeting services



A practical action within your Waste Minimisation Plan



Activate locally

Use the LFHW NZ event kit & brand at local events

- Engage residents with practical, positive messages like “save money, reduce waste” through an impartial food waste brand, not a council voice.

Give local action a clear next step

- After events, workshops or grants, people can be directed back to the LFHW NZ website, tools and social channels for ongoing support.



Search Auckland Council



[Home](#) > [Grants, community support and housing](#) > [Grants](#) > [Grants calendar](#) > [Love Food Hate Waste \(LFHW\) Fund](#)

Tahua Pūtea mō Love Food Hate Waste Love Food Hate Waste (LFHW) Fund

About the LFHW Fund

The LFHW Fund aims to help Auckland households reduce their food waste.

Food waste currently makes up around 34 per cent (by weight) of the average household's waste in Auckland. This will reduce when households compost or use the [food scraps collection](#).

We will allocate this grant to projects that focus on behaviour change around food waste.

Broader projects around processing food waste or keeping it out of landfill are eligible for the [Innovation Fund](#).

Types of projects funded by the LFHW Fund

- Community
- Environment

Grant value

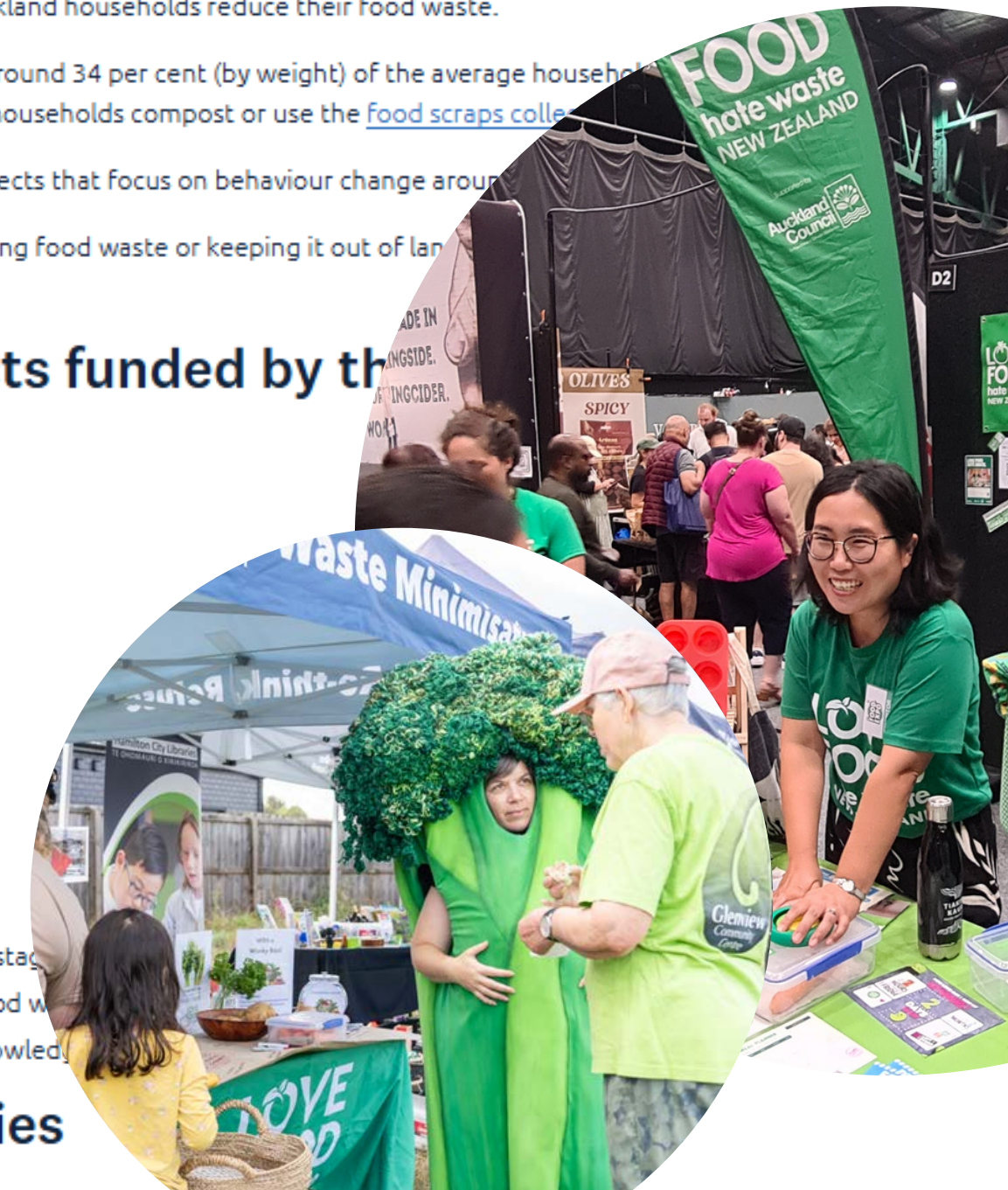
\$500 - \$6000

Outcomes

Aucklanders:

- are more aware of food waste
- are motivated to reduce food waste
- have practical ideas and knowledge

Funding priorities



Champion via your council website

Make food waste advice easy to find

- Link residents to trusted tools, recipes, storage advice, quizzes and resources, without having to maintain it all yourself.

Keep your website current and consistent

- Use clear, evidence-based messaging, supported by an **annual website review** to help keep your food waste advice up to date.



ycling and waste

Home > Property, rates and rubbish > Rubbish, recycling and

ycling and waste

Love food, hate waste?

Us too! That's why we have some top tips and sage advice about how to save yourself some money by not throwing away food that can still be used.

Many Kiwis aren't sure what the dates on food packaging really mean. In fact, 2 in 5 misinterpret at the two main date labels! Some won't touch food even a day past it's Best Before, while others are too confident to trust their senses and eat food well after. That confusion contributes to households tossing out \$100 million of good food every year!



KNOW YOUR DATES
TAKE THE QUIZ



KICK START YOUR
FOOD WASTE JOURNEY



PLAN LIKE A PRO



STORE LIKE A PRO

on
ition

Use By dates

options and offer
workshops

se
ement and Minimisation

sation Fund



Walk the talk inside council

Bring food waste reduction into the workplace

- Use LFHW NZ resources to make the issue visible and practical for council staff.

Run simple staff engagement activities

- Try morning quizzes, lunch and learns, fridge audits, leftover challenges, or internal newsletter tips.

Build staff confidence to champion the message

- Help staff understand the tools, use the advice themselves, and feel confident sharing it with their communities.



Expert support and shared learning

Gain access to specialist behaviour change expertise, research updates, webinars, and a network of peers working toward similar goals.

Love Food Hate Waste NZ Info Hub

Welcome to the Love Food Hate Waste NZ Project Hub

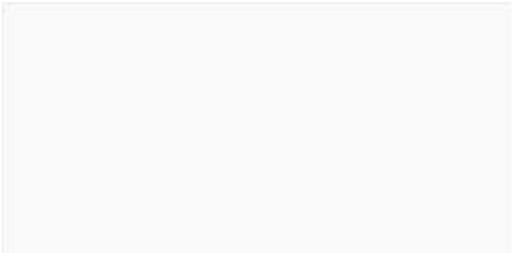
Join us on our mission to reduce household food waste by 10% by June 2026!

Through impactful campaigns we aim to increase the knowledge and understanding of food waste in Aotearoa and what we can do to prevent it.

Learn more about LFHW NZ

- Project Overview
- Goals & Objectives
- Project Team

Reminders



Documents

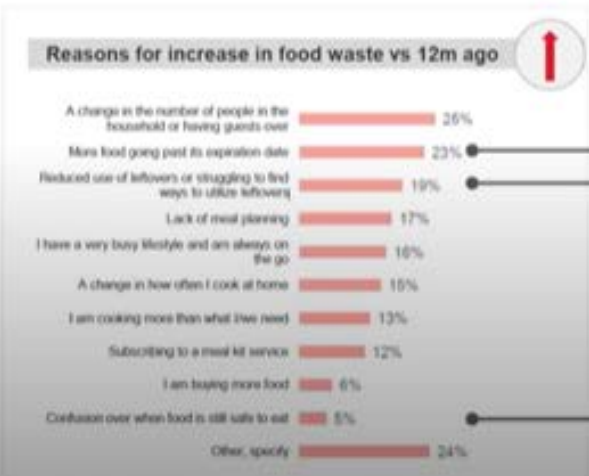
See all

+ New Upload Edit in grid view Export to Excel Sync

All Documents

Name	Modified	Modified By
Additional Resources	August 15, 2024	Gel van het Bolscher
Campaigns	September 19, 2023	Gel van het Bolscher
Logos and Brand Guidelines	September 19, 2023	Gel van het Bolscher
Meetings, Presentations and Q&A Log	January 21, 2024	Sophie Wolland
Strategy & Audiences	September 17, 2024	Sophie Wolland

PEOPLE START WITH GOOD INTENTIONS, BUT FALL SHORT IN THE FOLLOW THROUGH



Leftovers are saved, but then forgotten....

left to expire, or neglected because people don't know how to repurpose them, or kept so long that their safety is questioned.

....which inevitably lead to leftovers becoming food waste

Source: Kantar, Hello Fresh Food Waste Report 2024

Confidential - Not for Public Consumption or Distribution

LOVE FOOD

Sonia Parra

Kate Whitton

Sophie Wolland

Jane Scott, Kelly

Gel van het Bolscher

Catherine Ghedini

WY

Wen Yang

+18



At a glance

Keeps the LFHW NZ engine room running:

- Public website, newsletters, social channels and media outreach

Plus access to:

- LFHW NZ brand kit and resource hub
- Always-on content and annual campaign assets
- Quarterly hui, knowledge exchange and council sharing
- Advice, research updates and local activity sense-checking
- Annual council website review
- Public event kit and staff engagement resources
- LFHW NZ promotion of local events and initiatives

South Wairarapa Investment: \$771/year for three years

10% discount available if 3 Wairarapa Councils join together



PĀTAI | QUESTION

sophie@wasteminz.org.nz