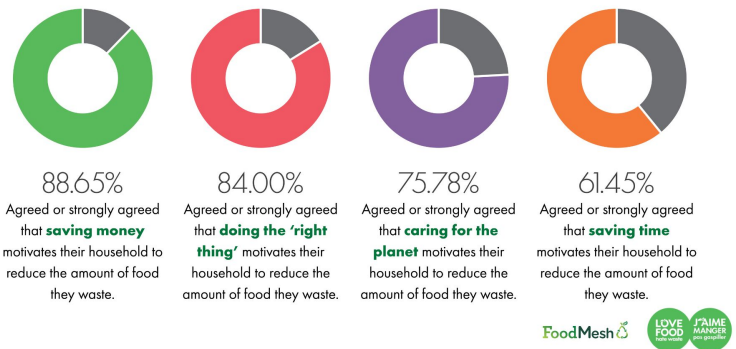


Love Food Hate Waste Canada Releases Findings From Canada's Largest Household Food Survey Highlighting Food Habits

CANADIANS SOURCING LOCAL FOOD ARE EAGER TO WASTE LESS, BUT FOOD LITERACY GAP REMAINS

VANCOUVER, BRITISH COLUMBIA, CANADA, BC, CANADA, September 14, 2026 /EINPresswire.com/ -- A landmark national study released today by Love Food Hate Waste Canada, an initiative of FoodMesh, reveals a powerful trend in Canadian kitchens: [Households overwhelmingly want to support Canadian produced and grown food](#), and almost all are actively trying to keep that food from being wasted.

Factors that motivate households to reduce their food waste generation (National)



Factors that motivate households to reduce their food waste generation

According to the 2026 National Food Study, the largest study of household food waste behaviours conducted in Canada to date, 73% of Canadians place high importance on buying food produced in Canada, and 69% actively check labels for place of origin. At the same time, [98% of Canadians report trying to minimize food waste](#).

“

98% of Canadians recognize their responsibility to waste less food. Confusion around date labels, low food safety confidence, and composting misconceptions drives household food wasting”

Haley Everitt, Food Waste Research Manager

The research highlighted a divide between intentions and action. Despite a shared desire to value local food and stretch grocery budgets during an ongoing cost-of-living crisis, a lack of practical food literacy means 59% of households still send food to landfills. Closing this knowledge gap is becoming a vital priority for household

savings and national food security alike.

Drawing on responses from 8,139 participants nationwide, the report explores the knowledge,

attitudes, and habits shaping how Canadians shop for, store, and dispose of food. Key findings from the report included:

-Economic Strain Driving Change: 97% of Canadians are worried about the rising cost of food, and 86% have modified their grocery shopping habits including shopping at discount retailers, buying in bulk, or hunting for sales to save money.

-Date Label Misconceptions: 60% of participants are unaware that best before dates refer to the quality of the food product, and do not indicate food safety, leading up to 39% of households to routinely throw away food simply because the date on the package has passed.

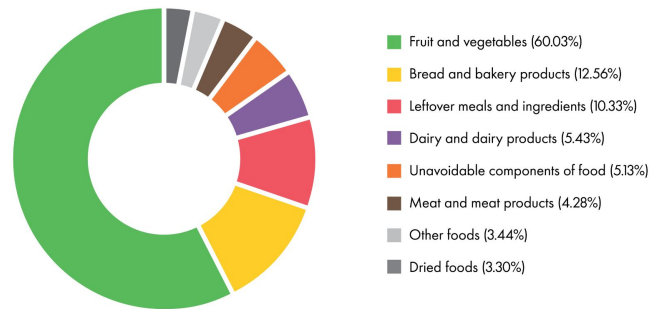
-Proper Storage & Leftover Gaps: While fruit and vegetables remain the most discarded food category, 42% of Canadians store fresh fruit at room temperature on counters or in bowls rather than in the fridge where its shelf life is extended. Furthermore, while 85% of Canadians enjoy eating leftovers, 34% regularly waste food because they forget about stored leftovers.

-Disposal & Diversion Disconnect: Up to 43% of Canadians believe it is acceptable to waste food as long as it is composted, and 33% of residents with access to green bins rarely or never use them.

“Motivation isn't our problem — 98% of Canadians recognize their responsibility to waste less food. However, widespread confusion around date labels, low food safety confidence, and misconceptions about composting continue to drive household food wasting alongside systemic barriers. To prevent food from becoming waste, we must empower households through food agency: the functional ability and self-efficacy to act within the food system, navigate systemic barriers, and manage food effectively.” – Haley Everitt, Food Waste Research Manager, FoodMesh.

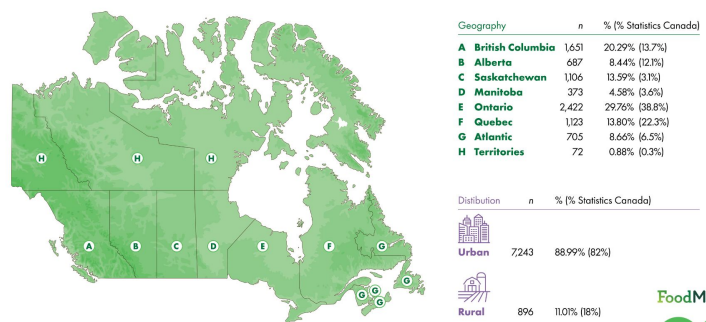
The survey results demonstrate a strong national consensus on acknowledging food waste and

The types of food participants reported wasting most often



The types of food participants reported wasting most often

The geographic distribution of participants



Geographic distribution of survey participants

taking personal responsibility to reduce it. Nationally, an overwhelming majority of respondents actively try to minimize their household food waste, and agreed that reducing food waste is a shared responsibility that falls on everyone, including themselves. This commitment is anchored in personal accountability and values, with 84% motivated by a sense of moral responsibility to do the right thing.

"Canadians have made it clear - they value Canadian food and want to stop throwing it away. This study shows us a nation ready to make a change, but held back by a gap in everyday food literacy. Having this evidence allows Love Food Hate Waste Canada to directly target those gaps, equipping Canadians with the straightforward, accessible tools they need to stop food waste in our homes," shared Jessica Regan, Co-Founder and CEO of FoodMesh.

To view the full research report and access actionable tips for reducing household waste, visit: <https://lovefoodhatewaste.ca/about/research/>

About FoodMesh

FoodMesh is a Vancouver-based Certified B Corporation dedicated to reducing food waste and feeding more people. Through innovative digital solutions, they connect all parts of the food supply chain, enabling organizations to quickly and easily divert surplus food to those who need it most in our communities. <https://foodmesh.ca>

About Love Food Hate Waste Canada

Love Food Hate Waste Canada helps Canadians make the most of the food they love. Founded in 2018, Love Food Hate Waste Canada has reached over 20 million Canadians throughout the years with practical and easy tips and is the leading resource to help people prevent food waste at home. <https://lovefoodhatewaste.ca>

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