



Think More. Waste Less.

Food Waste Reduction Project

■ Agenda

- Problem Identification
- Goals and Objectives
- Target Market
- Competition
- Creative Strategy



■ Social Cause Problem Statement

Reducing food waste at the point of purchase in Saskatoon is important because it will reduce environmental damage, save money for both consumers and producers, greatly reduce energy usage, save local grocery stores and restaurants money, and will help work towards the issue of feeding a growing global population.



■ SWRC Problem Statement

Currently, the Saskatchewan Waste Reduction Council lacks overall awareness and engaging marketing initiatives. Most people in Saskatoon are completely unaware of the organization, as well as the issue of food waste that is faced daily on a global scale.

Goal



To reduce food waste at the point of purchase by 3% over the next year within the target population.



■ Objectives

- 1. To increase the frequency of visits to the grocery store each month within the target population by 100 people over the next year.
- 2. To increase the usage of food waste and planning apps by 200 individuals within the target audience over the next year.
- 3. To increase the number of individuals within the target population who believe they can reduce their food wasting behaviour by taking small, easy steps to change their habits by 300 people by the end of the year.
- 4. To increase the number of individuals who use a shopping list and weekly meal plan by 100 people within the target population over the next year.



■ Target Market

- Teenybopper: High School Students
- Savvy Student: Independent University Students
- Ethical Entrepreneur: Local Business Owner
- **Super Mom: Young Mothers**

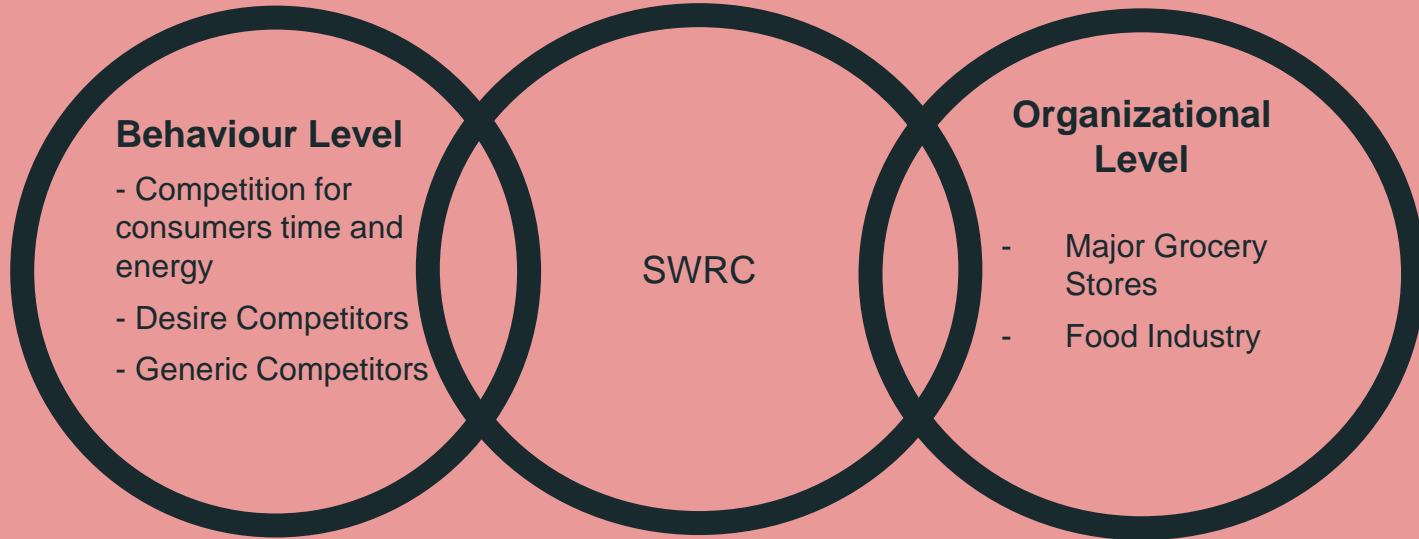


■ Profile

- Aged 25-39
- Early Family Development Stage
- 1-2 Children
- Approximately 12,813 Saskatoon residents fall into this target market



■ NPO Competition





BIG IDEA.

Take Care of What You Love



Tagline

Think More. Waste Less.

Give Food the Love It
Deserves.





Media Choices & Prototypes

Posters

Who likes an incomplete puzzle?

40% of the food that is purchased ends up in the landfill.

Give food the love it deserves.

Think More. Waste Less.
Visit saskwastereduction.ca

Love and food are meant for sharing, not for wasting



Give food the love it deserves.
Think More, Waste Less.

Learn more today. Visit saskwastereduction.ca or check out the Still Tasty app!

At Sports Centres



40% of the food you purchase ends up in the trash

Be the change.
Check out SWRC on Facebook.



\$31 BILLION

That's the amount of money
Canadian's waste on food
every year.

**Give food the love it
deserves.**

Visit our Community Facebook
Page for more information .

Food waste costs Canada \$31 billion every year. By actually eating what you buy, you will waste much less and save hundreds of dollars that you are currently spending on food that ends up being thrown out! It's as simple as shopping more often and buying less food each visit. Take care of the amazing food we have access to in Canada!



I'm tasty,
don't waste me!

To learn about other ways
to reduce your food waste
and save money, go to:
saskwastereduction.ca or
visit the SWRC
community Facebook
page.

Elementary School Newsletter

Informative Speeches

At Saskatoon Public Library Locations





**40 % of the food
you purchase
ends up in the
trash**

Be the change.
Check out SWRC
on Facebook.

Guerilla Marketing

At the Farmers' Market



Washable tattoo fun
for everyone!
Saskwastereduction.ca

Children's Tattoos



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DID YOU
KNOW?

28% of the world's agricultural area is used annually to produce food that is lost or wasted.

**THINK MORE.
WASTE LESS.**

To learn more visit
saskwastereduction.ca

Table Top Ads

At the
Farmers' Market



SASKATCHEWAN FARMERS
PUT IN THEIR TIME, EFFORT,
AND LOVE TO GROW THE
FOOD YOU PUT ON YOUR
TABLE.

GIVE FOOD THE LOVE IT
DESERVES.

To learn more visit
saskwastereduction.ca

THINK MORE. WASTE LESS.

Table Top Ads

At the
Farmers'
Market



Facebook Page

■ Implementation

- Pretesting
- Media Contact List
- Evaluation

■ Schedule

- Outdoor: September - December/ May - August
- Print: October - July
- Social Media/Online: September - September
- Public Relations: Monthly
- Guerilla: May - August

SWRC Marketing Campaign Budget

Budget

	Cost	Man-Hours
Print/Outdoor		
School Newsletters	\$0.00	3
Posters	\$1,500.00	8
Tabletops	\$328.00	3
Social Media/Online		
Facebook - Student manager	\$500.00	60
Website	\$0.00	20
Guerilla		
Farmer's Market	\$600.00	50
Tattoos	\$360.00	15
Other Promotions		
Informative Speeches	\$1,164.00	25
Miscellaneous Costs		
	\$500.00	
Total Cost	\$4,952.00	184

Thank You

