2016 Excellence Award Entry
Category: Awareness Campaign Excellence Award
Organization: The Regional Municipality of York

Contact: Leslie Gilbert, leslie.gilbert@york.ca, 1-877-464-9675
Entry Name: Good Food Campaign
Jurisdiction: York Region
Approximate Population: 1,166,321
Cost per Household: $0.44 CDN
Approximate Budget: $160,250 CDN
Executive Summary

The Good Food campaign emerged from a need to reduce unnecessary food waste from the waste stream as audit results revealed more than twenty per cent of the food found in the green bin is avoidable.

A unique approach has been taken. Using the results of extensive market research it was reasoned that by placing a greater emphasis on appreciating food and eating healthier, food waste reduction would be an indirect outcome. The benefits of planning and eating healthy meals include better health, saving time, saving money, and wasting less.

The Good Food campaign has been designed to prevent food waste by promoting the benefits of meal planning and shopping with a list to avoid purchasing more than is required. Using online resources, food storage guidelines and advice for managing leftovers, the Good Food campaign will help York Region achieve a fifteen per cent reduction in food waste by 2031.

With the Green Bin program being a very costly program to operate, one of the greatest waste reduction opportunities outlined in the SMART Living Plan, the Region’s long-term waste management master plan, was food waste reduction. Reducing food waste will:

- Reduce costs associated with processing organic waste
- Reduce consumer spending on wasted food
- Reduce environmental footprint related to food

Prior to the launch of this campaign the only food waste messaging was to encourage food waste to be placed in the green bin for composting. The Good Food campaign’s direction is not to discourage the use of the green bin, but rather have residents be more thoughtful about what they are throwing away.

As well, prior to this campaign waste audits were strictly three stream audits measuring tonnages placed in the green bin, but leading up to the food waste reduction campaign we conducted intensive food waste audits delving into food categories and determining foods that are unavoidable (apple cores, bones, etc.) and avoidable (untouched spoiled food, leftovers, past best before date). Categories used are outlined below in graphic.

Chart 1: Food Waste by Weight

![Chart 1: Food Waste by Weight](image)

Research

Approximately 40 per cent of all food produced and sold in Canada is wasted between the time of production and disposal by the consumer. Of this, slightly more than 50 per cent occurs in the home and costs each household an estimated $1,500 per year. In 2014, more than 94,000 tonnes of organic waste was collected from York Region households in the Green Bin program. York Region conducted comprehensive green bin audits that indicated 20 to 30 per cent of food waste in the green bin is avoidable, meaning food that was purchased and not used, leftover, or past its best before date.

Planning and Goal Setting

Market research was conducted by the Region to assess York Region residents’ awareness of food waste issues and their current perceptions and behaviours. As an example, 900 residents were surveyed and findings included:

- Twenty-nine per cent awareness of a food waste issue, specifically that 40 per cent of food produced in Canada is
thrown away and more than 50 per cent is wasted at the household level (only nine per cent awareness was measured during focus groups)

- Fifty-four per cent admit throwing away food kept too long
- Forty-nine per cent throw away food at its best before date

The most effective way to reduce avoidable food waste is by influencing consumer behaviour through education and providing resources and tools to residents to help them make simple changes, leading to good decisions at home and where they shop. Behaviour change is a gradual process and the Region realizes that uptake will build over time. For this reason Good Food has been designed to be a long-term program, rather than a short-term campaign. Good Food launched March 5, 2015 with the goal to raise interest and awareness of the Good Food program, driving residents to our webpage and engaging residents in the conversation about food, healthy eating and food waste.

**Target Audience**

More than 900 telephone surveys were conducted in November 2013. The survey was conducted with those who are responsible for grocery shopping, cooking, preparing meals and discarding food waste. Demographics revealed that 72 per cent of respondents were female over the age of 35 in a household of two or more people. Using this information, the 2015 campaign was designed to target female heads of households, aged 35 to 55, who typically make the food decisions for their family. Imagery and messaging as well as tactics were customized to appeal to this target group.

**SMART Objectives**

The long-term goal of the SM4RT Living Food Waste Reduction Strategy, which the Good Food campaign supports, is to decrease household food waste in the green bin by 15 per cent by 2031. The short-term goal is to reduce food waste by just over four per cent in the first five years.

The 2015 objectives of the Good Food campaign was to raise awareness around food and food waste and motivate residents to take the initial step of visiting our webpage to learn more.

Objectives related to raising awareness include:

- Outreach: aimed to engage approximately 5,000 residents through outreach initiatives, events, seminars, etc. between March and November of 2015
- Media: reach 20 per cent of population, or approx.

200,000 residents through media tactics in 2015

- Webpage: ultimate goal is to drive activity to the Good Food webpage ([york.ca/goodfood](http://york.ca/goodfood)), setting a target of 300
unique visits per month or 3,600 in 2015

- Social Media: prompt social media activity inspiring York Region community to share, like, retweet, comment, etc. using engaging posts, facts and imagery

**Communication Tools**

Below is a list of the tools used in the Good Food campaign:

- York.ca/goodfood – dedicated webpage with tips on planning, food storage, leftovers and best before dates
- Buckslip – featuring Seven Easy Tips for healthy eating, printed on Forest Stewardship Certified paper
- Local newspaper – six 1/2 page ads were developed

Remainder of text not visible due to cropping.
Outreach events – shared Good Food messaging at 23 public events, 14 seminars / workshops, and five retail locations throughout the Region

- Rogers TV – on Rogers Billboard and Rogers Daytime
- Film Screening – hosted a free public screening of the documentary ‘Just Eat It’ and facilitated a Good Food discussion afterward

- Newsletters – messaging included in York Works (mailed to all homes in York Region), YRMatters e-newsletter, Splash e-newsletter, York Parent e-newsletter and Healthy Measures e-newsletter
- Post City Magazine – print ad in local upscale publication

- Speaking engagements – presentations for several organizations including York Region Food Network’s *Food for Change* and Seedy Saturday guest speaker
- Door to door – as part of a communication pilot delivered planners door to door in two neighbourhoods

- Sponsorships:
  - Windfall Ecology Festival – provided advertising, banners, signage, and cooking demonstration
  - Newmarket Farmers’ Market – provided signage and booth space to promote Good Food

- Partnerships:
  - Partnering messages with York Region Community and Health Services Department, specifically their Nutrition and Food Safety teams who have been disseminating Good Food information at their events
  - Agreement created with York Region Food Network to share our message at their events and workshops

- Article – local reporter interviewed staff and published article in local newspaper
- Radio broadcast advertising – developed radio commercial that aired for four one week media buys with CHUM FM, including four advertorial spots during the morning show
- Twitter – prewritten scheduled tweets for the year
- Facebook – prewritten scheduled posts for the year, including boosted paid posts; Good Food Family Feast photo contest and Good Food Pin-to-Win contest featured on Facebook
- Pinterest – transformed tools and tips into Pinterest board and designed a Good Food Pin-to-Win contest
- Instagram – scheduled images and posts for the year
- Wonderlist e-blast – email to York Region Toronto Star subscribers to promote Pin-to-Win contest
- Transit Shelters – posters displayed within bus shelters
- GoodLife Fitness Clubs – posters displayed in clubs
Promotional items:
- Peel and stick reusable chalk board meal planners
- Shopping list / planner – printed on FSC paper
- Spaghetti measuring spoon / server to portion out proper serving sizes
- Reusable bamboo cutlery lunch kit – to support eating leftovers at lunch
- Reusable snack / sandwich bag – encouraging home-made lunches while reducing disposable bags

**Timeframe**

The Good Food campaign launched on March 5, 2015 and continued throughout 2015. The Good Food program is envisioned to be a long-term program that will target other demographics and food waste reduction messaging as the program progresses in order to reach our 2031 targets.

A three year outline of the campaign can be seen in Appendix A.
The program name, Good Food, emerged from this research; along with the key message that “Planning and preparing, good food will produce healthier meals, and in the end will save time and money and reduce waste.” From this key message, ads were tagged with “Discover tips for planning healthy family meals at York.ca/goodfood.” Also, #PlanPrepareEnjoy is used with a series of images of families eating healthy meals together. A webpage supporting this message with links to tools and resources to help visitors find more information on planning and preparing healthy family meals was developed.

**Opportunities**

During the campaign we explored using Pinterest as a vehicle to get our tools and tips out to our target audience. This was very well received and we developed a Pinterest based display backdrop to use at events to garner further interest as well as an online contest.

We also redirected some of our budget to try radio ads which we had not considered early on in the campaign. This tactic worked very well for us as we noted spikes in web visit during the times the radio ads were on-air.

The Region was approached by a local farmers’ market for

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**Budget**

Below is the budget for 2015. York Region did not receive additional funding for this program and stayed within budget.

- **2015 Budget to launch Good Food:** $160,250
- **Number of Households:** 360,298
- **Cost per Household:** $0.44

**Implementation**

**Key Messages**

Following the phone survey research we also conducted focus groups of our target audience. We learned that this target group is motivated by and responds to:

- Family health and nutrition
- Positive emotions related to food
- Ideas / tools to make it easier to plan healthy meals
- Saving time and money

We also learned that respondents felt they manage their food waste very well and did not have an issue with throwing away food unnecessarily. Food waste was not rated as a top concern, however health and family were priorities for them.
sponsorship during the campaign. It was a great venue to reach our audience and we anticipate using this again and expanding into other farmers’ markets.

**External Partners**

To enhance the effectiveness of the Good Food campaign York Region engaged several external partners to form what is now known as the Ontario Food Collaborative. Representatives from provincial, regional and municipal governments, food businesses, and food and farming organizations attended. This group shares a unique focus; one that links post-consumer food waste reduction and healthy eating behaviours.

Based on the concept of market transformation, focusing on removing barriers and leveraging opportunities so the desired behaviour change becomes standard practice; it is to our advantage to develop partnerships with the marketplace to support a common message. Grocery chains, farmers’ markets, restaurants, community and environmental organizations are all used by residents. Effective engagement of these key stakeholders is crucial to reaching the critical mass needed to change behaviour long-term.

Core partners that have been actively engaged in the Ontario Food Collaborative from both Environmental and Public Health sectors include:

| City of London | The Regional Municipality of York | Region of Peel |
| City of Toronto | Niagara Region | Sustain Ontario |
| County of Simcoe | Province of Ontario (OMAFRA) | University of Guelph |
| Durham Region | Provision Coalition | York Region Food Network |
| Halton Region | | |
| Middlesex-London Health Unit | | |

**Campaign Creativity and Uniqueness**

The Good Food campaign is creative and unique in its approach to food waste. Early research directed the creative to maintain a positive message focusing on family, health and food, rather than the typical guilt messaging around food waste. Although food waste messaging is built into the narrative it’s not the focal point. The benefits of health, money and time are highlighted, and ultimately by incorporating the tips and tools provided, food waste reduction will be the outcome. Environmental Services staff worked closely with Community and Health Services...
Department, specifically Nutrition and Food Safety branches to develop the Communication Plan for this campaign. As well, both Nutrition and Food Safety staff have been vital partners in developing and sharing the Good Food message.

Common areas of messaging include:

- Eating together
- Nutrition
- Meal planning
- Saving money
- Family time
- Food safety
- Food storage
- Best before dates

York Region created unique tools to generate interest, but also to assist the residents in making wiser choices in their shopping and cooking experiences. The meal planner, shopping list, pasta measuring tool and bamboo cutlery all direct the users to think about their food, their portions and their behaviour.

The Region also initiated for the very first time, a Pinterest contest using the Good Food campaign. Tools and tips were refashioned into creative, appealing pins that have been ‘repinned’ and shared by many users.

Results

Evaluation Tools

Baseline data was collected in 2013 and 2014 with waste audits and market research. York Region will be conducting a follow up tracking survey through Ipsos in 2016 after one full year of the campaign being in place to measure changes in awareness, program recognition, and behaviour. As well, a series of waste audits will be finalized with 2015 data. Follow up audits will be conducted bi-annually with the next series scheduled for 2017.

The 2015 Good Food campaign was evaluated based on the following criteria:

- Public outreach and the number of residents engaged
- Media approaches and overall reach and impressions
- Web activity
- Social media engagement
- Audit results and surveys
- Anecdotal responses to the program

Quantitative Results

Public Outreach

Table 1: Outreach Activities for 2015 Good Food Campaign

<table>
<thead>
<tr>
<th>Outreach Activities</th>
<th>Number in 2015</th>
<th>Residents engaged</th>
<th>Summary of Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Events</td>
<td>23</td>
<td>5,075</td>
<td>Staffed display with promotional items and information</td>
</tr>
<tr>
<td>Retail Locations</td>
<td>5</td>
<td>484</td>
<td>Handing out information card and menu planner</td>
</tr>
<tr>
<td>Seminars / Workshops</td>
<td>14</td>
<td>382</td>
<td>Environmental seminars, including canning workshops, cooking demonstrations and composting workshops</td>
</tr>
<tr>
<td>Education</td>
<td>6 classrooms</td>
<td>160</td>
<td>General waste presentation including information on food waste</td>
</tr>
<tr>
<td>Overall Totals</td>
<td>48</td>
<td>6,101</td>
<td>Personal interaction explaining the program</td>
</tr>
</tbody>
</table>

During 2015 York Region staff exceeded the target of 5,000 resident engagements for the Good Food campaign.
Media Impressions

Below is a list of some of the media tactics we used with associated impressions:

- Metroland Newspapers – 10 ads in 2015 with a circulation of approximately 310,000 each week
- Zoom Media – 30 Boards in GoodLife Fitness Clubs x 4 weeks, an estimated 744,000 impressions
- Outdoor transit shelters – 10 locations x 4 weeks has an estimated circulation of 4,789,000
- CHUM FM – digital ad x 4 weeks on CHUMFM.COM – 140,000 impressions
- Wonderlist e-blast for Pin-to-Win contest – 5,017 unique opens (22 per cent open rate) and 591 click-throughs

During 2015 media tactics employed exceeded the target reach of 200,000 residents.

Web Activity

Below is a summary of our web activity including feature news articles posted on York.ca.

Table 2: Web Summary

<table>
<thead>
<tr>
<th>Web Pages</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Food (main web page)</td>
<td>4,442</td>
<td>3,913</td>
</tr>
<tr>
<td>News Items on York.ca</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you love Pinterest?</td>
<td>122</td>
<td>114</td>
</tr>
<tr>
<td>Reducing food waste starts with a shopping list</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Holiday Tips</td>
<td>67</td>
<td>61</td>
</tr>
<tr>
<td>How to win the food fight</td>
<td>62</td>
<td>60</td>
</tr>
<tr>
<td><strong>TOTAL VIEWS</strong></td>
<td><strong>4,711</strong></td>
<td><strong>4,166</strong></td>
</tr>
</tbody>
</table>

During 2015 web activity on the Good Food webpage exceeded target of 3,600 unique views.

Social Media Activity

Several of the Good Food posts and tweets have received good traction as far as shares and comments, retweets etc. Below are some examples of our Twitter and Facebook activity.
Early results show movement in the ‘avoidable’ food waste category. This is the primary category the Good Food program is targeting. The percentage of avoidable food waste has declined in 2015 and overall food waste composition shows a decrease in leftovers and untouched food found in the green bin. Although overall green bin weight per household has increased it should be noted that green bin participation has increased by 14 per cent. It is theorized that an increase in participation may also see an increase in interest, awareness and capture rate of other materials. It should also be noted that the overall percentage of food waste in the green bin has decreased to 63 per cent from 72 per cent in 2013 and 2014.

Audit Results

Table 3: Sample Twitter Activity

<table>
<thead>
<tr>
<th>Tweet text</th>
<th>Impress.</th>
<th>Engagement</th>
<th>Retweets</th>
<th>URL clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% of food in the green bin is food past its best before date. Learn what best before means. #PlanPrepareEnjoy</td>
<td>1022</td>
<td>44</td>
<td>3</td>
<td>31</td>
</tr>
<tr>
<td>When in season buy fresh from the #farmer. It’s nice to know where your food comes from. #PlanPrepareEnjoy</td>
<td>1400</td>
<td>18</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Pin this to win great prizes! Enter at <a href="http://t.co/inowkhWNVO0">http://t.co/inowkhWNVO0</a> #PlanPrepareEnjoy</td>
<td>1464</td>
<td>41</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>MT @dymondahls: @YorkRegionGovt #PlanPrepareEnjoy Freeze herbs with #evoo in ice cube trays.</td>
<td>1125</td>
<td>54</td>
<td>0</td>
<td>28</td>
</tr>
</tbody>
</table>

Table 4: Sample Facebook Analytics

<table>
<thead>
<tr>
<th>Facebook Post</th>
<th>Reach</th>
<th>Impress.</th>
<th>Click-Through</th>
<th>Like</th>
<th>Comment</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joy on the Table</td>
<td>7,395</td>
<td>11,038</td>
<td>24</td>
<td>102</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>Pin-to-Win</td>
<td>11,896</td>
<td>14,070</td>
<td>250</td>
<td>102</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Holiday Tips *</td>
<td>35,424</td>
<td>54,410</td>
<td>4</td>
<td>489</td>
<td>15</td>
<td>77</td>
</tr>
</tbody>
</table>

*This post was a complete article with all pertinent information included in post, therefore receiving less click-throughs.

Facebook post issued December 2015. This post received the most Likes and shares of any York Region post in 2015.
Table 5: Draft Data Results from Curbside Audits

<table>
<thead>
<tr>
<th>Audit Data</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td># audits</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Season(s)</td>
<td>Summer / Fall</td>
<td>Winter</td>
<td>Spring / Summer / Fall</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>77%</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>Set-out weight (kg/hhld/wk)</td>
<td>3.89</td>
<td>5.58</td>
<td></td>
</tr>
<tr>
<td>Visual set out (# bins/week)</td>
<td>0.4</td>
<td>0.6</td>
<td></td>
</tr>
</tbody>
</table>

| Green Bin Composition            |       |      |      |
| Unavoidable %                    | 55    | 49   | 50   |
| Avoidable %                      | 17    | 23   | 13   |
| Other (incl. contamination)      | 28    | 28   | 37   |

| Food Only Composition            |       |      |      |
| Unavoidable %                    | 69    | 68   | 72   |
| Leftovers                        | 14    | 20   | 14   |
| Bought & Forgot / Untouched      | 17    | 12   | 14   |

Qualitative Results

From the very start of this program the topic of food was of deep interest for York Region residents. Both the respondents of the Ipsos survey and the focus group participants were very engaged and willing to participate. The survey itself was a great communication tool to get the conversation started about food waste.

The Good Food program has received great interest from residents and the Region has received several email requests for meal planners, including social media activity showing off the

Resident sharing their picture on social media after visiting our Good Food booth at the Newmarket Farmers’ Market.
new planner they received either as a prize or at an event. Staff have also been approached several times by various stakeholders to present our findings and our program to others. Following our film screening of ‘Just Eat It’ attendees stayed after to continue the dialogue around food waste. Other departments within the Region have also requested presentations and lunch and learns on the progress of the Good Food program.

The online contests have generated interest and with the Good Food Pin-to-Win Pinterest contest we received 1,700 visits and 140 submissions. As well, the York Region Pinterest page experienced a 57 per cent increase in Pinterest followers during the contest and the newly created Good Food pin board currently has 145 followers of its own.

**Evaluation**

Reflecting on the past year there were several successes that will be incorporated into the 2016 Communication Plan.

Successes include:

- Positive response to the ‘life hack’ style used in social media strategy
- Use of shopping list / meal planner as a tool to give away at events
- Radio ads provided the best ROI for results and recall
- Simple messaging is best used in social media and display signage
- Pinterest is an effective platform for Good Food tips

Challenges and areas for further development include:

- Reaching our target audience, being female heads of the household, who are busy, therefore no time for traditional methods of communication (i.e. newspaper, television, direct mail, etc.)
- Ongoing social engagement or stimulating an open dialogue using social media
- Getting commitment from those we’ve interacted with; this is difficult to track as far as successful behaviour change
- Retail support; getting uptake from retailers to share our messaging
- Continuing to build on an interactive, engaging display to use at events to attract visitors

The Good Food campaign ultimately is a universal message that touches everyone as food touches all of our lives. It brings to light the appreciation of food and where food comes from and how we value it, use it and eventually dispose of it. The Good Food campaign is one that could easily be replicated in other communities to share its critical message.
Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Shopping List:

DISCOVER TIPS FOR PLANNING HEALTHY FAMILY MEALS AT YORK.CA/GOODFOOD

#PlanPrepareEnjoy

Peel and stick decal chalkboard meal planner.
Good Food


Seven easy tips for healthy, happy, family eating:

1. Plan and prepare meals using mostly fresh ingredients.
2. Use oils, fats & sugar in moderation.
3. Try to limit ready-to-eat food & drink.
4. Eat at regular meal times & pay attention to your food instead of multi-tasking.
5. Eat with others whenever possible.
6. Practice, share, enjoy and celebrate your skills in Food Prep.
7. Decide as a family to share cooking responsibilities and dedicate time to healthy meals.

GOOD FOOD makes a BIG difference

When you make good food your priority, you accomplish so much: more family time together around the table, better health for growing kids and hardworking adults, less waste and more savings through better meal planning.

When you plan, shop for, and prepare meals made from nutritious ingredients, you reduce the number of quick-serve meals, frozen dinners and take-out your family consumes.

Discover tips for planning healthy family meals at york.ca/goodfood.

Bucksip / informational brochure
## APPENDIX A

### Good Food—Three Year Plan

<table>
<thead>
<tr>
<th>Month</th>
<th>Tools</th>
<th>Tactics</th>
<th>Tools</th>
<th>Tactics</th>
<th>Tools</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td></td>
<td></td>
<td>Kitchen Organization</td>
<td>First In First Out (FIFO)</td>
<td>Social Media</td>
<td>Print Shopping list</td>
</tr>
<tr>
<td>February</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Print Social Media</td>
<td>Outdoor</td>
</tr>
<tr>
<td>March</td>
<td>Meal planning Shopping list</td>
<td>Print Social Media Contest Posters</td>
<td></td>
<td></td>
<td>Social Media</td>
<td>Print Outdoor</td>
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<tr>
<td></td>
<td></td>
<td>Handouts</td>
<td>Transit Videos</td>
<td></td>
<td>Radio</td>
<td>Radio</td>
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<tr>
<td></td>
<td></td>
<td>Outreach</td>
<td></td>
<td></td>
<td>In Season handouts</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Food planning</td>
<td>Print</td>
<td>Social Media Print</td>
<td></td>
<td>Posters</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Food Storage</td>
<td>Social Media Print</td>
<td>Outdoor</td>
<td></td>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Best Before Dates</td>
<td>Outreach</td>
<td>Farm Fresh maps</td>
<td></td>
<td>Radio</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Handouts</td>
<td>In Season handouts</td>
<td></td>
<td>Videos</td>
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<td></td>
<td></td>
<td>Videos</td>
<td></td>
<td></td>
<td>Handouts</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Food Storage</td>
<td>Social Media Print</td>
<td>Canning &amp; preserving</td>
<td>Social Media Print</td>
<td>Workshops</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Best Before Dates</td>
<td>Outreach</td>
<td></td>
<td>Video</td>
<td>Workshops</td>
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<td></td>
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<td>Handouts</td>
<td></td>
<td>Print</td>
<td>Handouts</td>
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<tr>
<td></td>
<td></td>
<td>Videos</td>
<td></td>
<td></td>
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<tr>
<td>July</td>
<td>Leftovers</td>
<td>Social Media Print</td>
<td></td>
<td>Food Storage</td>
<td>Best before dates</td>
<td></td>
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<td></td>
<td>Food Safety</td>
<td>Radio</td>
<td></td>
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<td></td>
<td></td>
<td>Outreach</td>
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<tr>
<td>August</td>
<td></td>
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<td></td>
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<tr>
<td>September</td>
<td>Holidays</td>
<td>Website</td>
<td>Holidays</td>
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**APPENDIX A**

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**2016 Excellence Award Awareness Campaign**

The Regional Municipality of York