LOVE FOOD HATE WASTE

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ABSTRACT *Today when the whole world is suffering from the food scarcity. Farmers are unhappy for not receiving the money equivalent to their work load and efforts. The best way to get the bellies full is to minimize the wastage of food we eat. There are several steps that must be taken in maximizing the food resources. Strict implementations of some nominal efforts could result in the proper food management for all.*

KEYWORDS API, WRAP, LFHW

1. INTRODUCTION

For the of aim of increasing food awareness among the nation, New Zealand introduced a campaign named Love Food Hate Waste(LFHW). This campaign aimed over educating the New Zealand Households for reducing the amount of food they throw away.

The data retrieved from the audits gives a baseline for the data of amount of food New Zealand households threw away. The reckless behavior of the citizens shows the behavioral habits of citizens. This reckless behavior picked the issue of concern-Food Wastage.

Love food Hate Waste campaign focused for rising awareness through different platforms such as websites, social media, advertising and conducting events for the status changer approach by spreading knowledge about the reduction of food wastage and by providing the equipment's to reduce wastage.

Love Food Hate Waste campaign gives recommendable results after the hard-work of 3 years in 2018.The measurement of household food waste reduction in the repeated survey of end of campaign describes about the impact the campaign had had on people's opinion.

AWARENESS

The program spread awareness at global level. Out of 1000 people 66% people admits that they took major steps for controlling food wastage .The report immediately attracted a positive response from the mass media and public and the responses lead to the evolvement of report "The Food We Waste" which enlists the major food items that people wastes." Understand The Food Wastage" listed some of the studies conducted to find out more about the food we wastes ,this includes the reasons why people wastes food and what are the reasons that why people wastes food.

DRAWBACKS

The campaign funding was not sufficient for the population worldwide. The app named Love Food Hate Waste will target the ones who need the food. Stepping ahead to control wastage of food we can provide the surplus food the ones who lacks the basic necessaries of livelihood.

2. PROPOSED SYSTEM

Serving the food selflessly is the foundation of human religion. Taking the selfless emotion ahead we introduced an application named "Love Food Hate Waste" which will collect the surplus amount of food from the ones who wants to be a part of change. Being the status changer one can donate the food for feeding the unfortunates. One can donate the amount of food at the registered places like orphanage, slums, schools etc. A person can helps the people from the vicinity by generating the demand of food items for the purpose of helping people.

The would provide a user friendly interface for the donator and starved ones. Proper and wise usage of the app would bring a sentimental change among the people and also promotes the reduction of food wastage.

3. SCOPE OF THE WORK

Since May 2008, WRAP's consumer-facing 'Love Food Hate Waste' campaign has aimed to encourage behavioural change. WRAP is working with the UK grocery sector, food industry, Government and organizations such as the Food Standards Agency, to develop practical solutions and improved communications to make it easier for consumers to get the most from the food they buy, and to waste less of it.

4. APPLICATIONS

- Establish the network through the app to connect helper and donor and searcher for food.
- One can search the food and send request for the donation of food.
- One can act as a meal planner or a portion calculator which will encourage behavioural change towards wasting less meal.
- This will make it easier for consumers to get the most from the food they buy, and to waste less of it.
- The climate impacts of food waste are so big that if

it were a country, it would be the third largest emitter of greenhouse gases, behind only China and the USA.

5. ADVANTAGES

- Cutting down on the amount of food you waste, reduce your carbon footprint and can save you hundreds of pounds a year. It also helps to minimize serious environmental implications.
- Promoted Pre-plan meals to avoid unnecessary buying .
- Citizens were guided to always write a shopping list.
- Perfect portions - only cook what you need .
- Find the ways to store and freeze leftovers.
- Use up leftovers as much as you can.

6. RESULT

The Love Food Hate Waste campaign was openheartedly promoted by the citizens of New Zealand .People realized that how much they waste food unconsciously .The bin audits shows that there was a reduction in the food waste disposed in the landfills.

7. CONCLUSIONS

Small steps can bring a change in the society. The chain of producing an edible item takes the efforts of many people and scraping it in the yards cuts the stomachs of many. The developed application "Love Food Hate Waste" will help atleast some of the people to sleep fully stomach.

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