

Influencing Food Use Behavior at Home

WRAP

Background, Program Structure and Components

The Wild About Saving Food campaign ran in Hamilton County, Ohio, from September 2025 through January 2026. The campaign focused on meal planning, “knowing what you have” (household food inventory management to use up items before buying more) and improved storage guidance for fruits and veggies— in the refrigerator, on the counter, or in a cool, dark place. A set of interventions were developed, including a fridge magnetic whiteboard to list items while inventorying, canvas bag imprinted with storage tips, fridge magnets intended to influence food use behavior in the household, and “use-it-up” tape for labeling refrigerator items to encourage them to be used first.

These interventions intend to reduce reliance on memory, increase the visibility and usage of hidden food, and make planning around what is already owned easier than starting from scratch. An online microsite campaign was also developed and launched in October 2025 to host the campaign, including downloadable badges and posters, additional food storage tips, and information for the target behaviors on the magnets. The microsite also links to a recipe page from Love Food Hate Waste Canada (licensed by WRAP).

How Materials are Managed

Rather than managing the material directly, WRAP designs and delivers the behavior change strategy—designing interventions that help households plan, store, and use food more effectively so less food becomes wasted.

Lessons Learned

What worked well

- Practical, behavior-focused tools (meal planning, “know what you have,” storage guidance) were easy for households to adopt.
- Co-design with the local government ensured interventions matched local priorities and increased partner buy-in.

What didn't

- In-person channels limited total reach.
- Some tools required explanation to ensure consistent use.

Recommendations for replication

- Use co-design, not one-size-fits-all models.
- Partner with trusted local messengers.