



How we consume food misses the mark. The dull, uneven texture on this lemon's skin is blemished and it will be discarded. Chances are you wouldn't have noticed it; Canadian supermarkets

There are over 15,000 Canadian grocery stores that share one goal: sell beautiful and delicious produce.

Every Red Delicious is scrutinised (spot checking won't do), every Butternut Squash is scanned. Produce has been rejected for surface scratches barely visible to the eye.

Final inspection is really something!

Every Red Delicious is scrutinised boxes and gun ahead to store shelves so customers can say "no" to fifty-eight out of every one hundred fruits and vegetables.

This preoccupation with detail means your store-bought lemon looks shinier and tastes sourer, by and large, than any

Final inspection is really something! Store employees run each crate of produce off transport trucks into cold storage, comb through hundreds of

of its counterparts.

Canadian grocers pluck the lemons; you get the... lemons.

58% of food produced in Canada goes to landfill every year. Help us keep food where it belongs: On plates and out of landfills. Learn more at secondharvest.ca









Lemon.

How we consume food misses the mark. lemon's skin is blemished and it will be discarded. Chances are you wouldn't have noticed it; Canadian supermarkets

grocery stores that share one goal: sell beautiful and delicious produce.

Every Red Delicious is scrutinised The dull, uneven texture on this (spot checking won't do), every Butternut Squash is scanned. Produce has been rejected for surface scratches barely visible to the eye.

Final inspection is really something! There are over 15,000 Canadian Store employees run each crate of produce off transport trucks into cold storage, comb through hundreds of

boxes and gun ahead to store shelves so customers can say "no" to fifty-eight out of every one hundred fruits and vegetables.

This preoccupation with detail means your store-bought lemon looks shinier and tastes sourer, by and large, than any of its counterparts.

Canadian grocers pluck the lemons; you get the... lemons.

58% of food produced in Canada goes to landfill every year. Help us keep food where it belongs: On plates and out of landfills. Learn more at secondharvest.ca



Lemon.

Insight

Food beauty standards upheld by Canadian grocery stores are a significant contributor to the 35.5 million tonnes of annual food waste.

Idea

This concept juxtaposes the wasteful standards of food appearance with Volkswagen's quality-focused reputation by parodying their 1960 ad, "Lemon." It encourages eco-conscious consumers to consider how their food reaches stores and increases their awareness of wasteful industry standards.

We urge them to support vendors which are aligned with their values and take action with Second Harvest to reduce food waste.

Our food waste awareness campaign can be extended through multiple executions and across platforms using recognizable moments in culture.

