



# What influences consumer food waste?

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# REFRESH

## **Goal: halving per capita food waste** Sustainable Development Goal 12.3

- 26 partners across 12 EU countries & China
- Stakeholder meetings, Community of Experts, Research (e.g. valorisation, modelling, law, consumers)



**From farm to fork**





# Study

## Survey

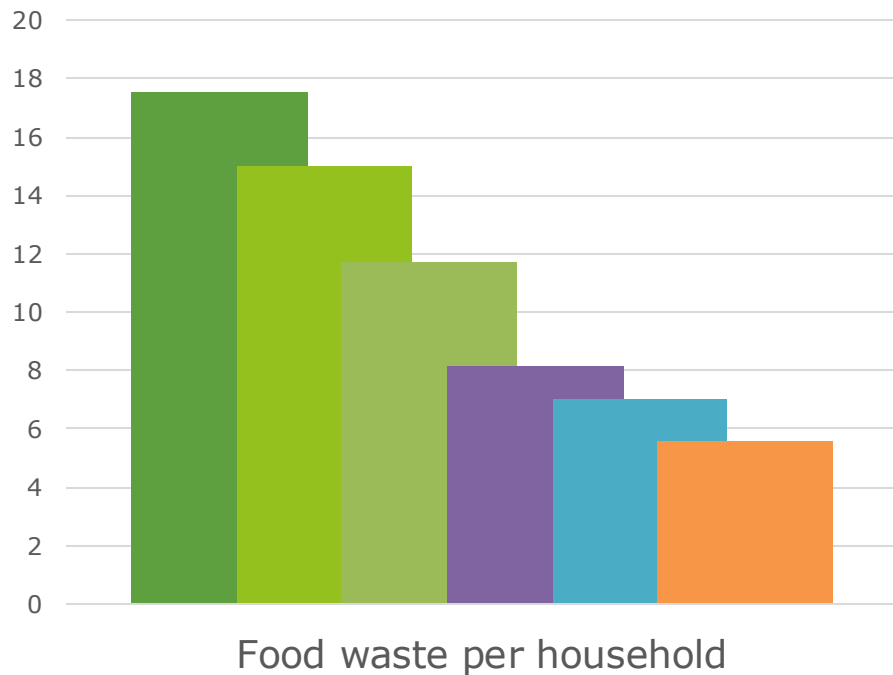
- 3354 respondents
- Main responsible of their household
  - Household composition, age, gender, education, income, location





# What do they waste?

## Top 6 most wasted food products (%)



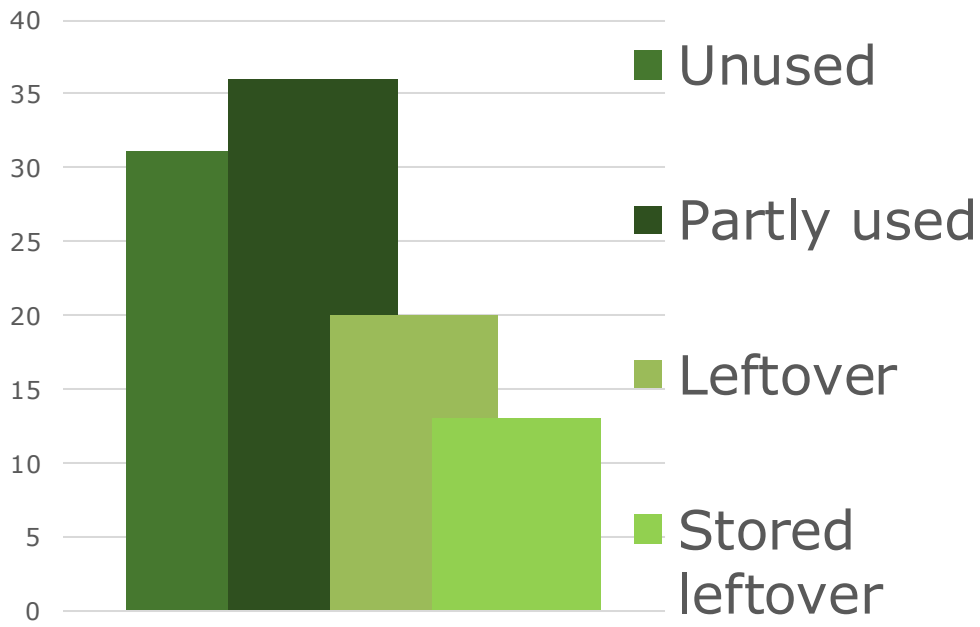
- Bread
- Fresh fruit
- Fresh vegetables
- Non-alcoholic drink
- Yoghurt
- Meat





# What do they waste?

## Food waste stages (%)



Food waste per household





# What is of influence?

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**Motivation**

**Abilities**

**Opportunities**





# Don't they care? - Thoughts and feelings

## Motivation





# Awareness of consequences

## Motivation







# It's all about the social norm!

## Motivation





# Many priorities

Motivation





# What seems to be of influence:

## Motivation

### Yes

- Belief others do not waste
- Thoughts and feelings

### No

- Awareness of consequences
- Belief others disapprove of them wasting food



# Feeling in control

## Abilities

Creative cooking



Prolonging shelf-life



Accurate planning





# What does not seem to have an effect:

## Abilities

- Perceived difficulty assessing food safety



# Feeling in control

**Opportunities**



Unforeseen events

Quality & quantity  
supply





# What does not seem to have an effect:

## Opportunities

- Perceived accessibility of stores
- Perceived available equipment to store food



# What can we do?

**Motivation**

**Law  
Campaigns**

**Abilities**

**Education**

**Opportunities**

**Context**








# You may not want to focus on:

## ● Consequences of wasting food

**FRUIT LOVERS**  
think green


You can help save the environment and up to £50 a month by wasting less food. Get tips and advice at [lovefoodhatewaste.com](http://lovefoodhatewaste.com)



**LOVE FOOD**  
hate waste

**VEGETABLE LOVERS**  
think green

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save money

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hate waste





## You may not want to emphasize:

- 🥦 Lack of control
- 🥦 Wasting food is normal





# You do want to focus on:

- 🥦 Improving skills & knowledge
- 🥦 Set norm to prevent food waste

1

## Love your bags

Lots of people don't realise fruit and veg, like carrots, peppers and apples, are best kept in the bag they come in as it keeps it fresher for longer. A shrink-wrapped cucumber for example will last around five times longer than a non-shrink-wrapped one.



2

## Sealed with a kiss

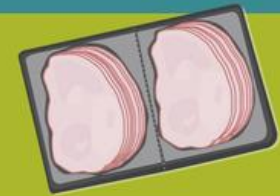
Resealable packs for cheese prevent it drying out, particularly important in the fridge. If your cheese of choice doesn't have a resealable pack, make sure you wrap it well in clingfilm, foil or in a plastic tub.



3

## Some now, some later

Lots of food comes in clever packs that are subdivided, so that you can use some now, some later. Look out for salads, sliced meats, and bakery products such as part-baked baguettes like this.



4



## Bigger isn't always better

Smaller packs of bread (which still have the same size slices) are great if you're not going to eat a big loaf before it goes off. If you do buy a big loaf why not freeze half and toast straight from frozen?





## Retail setting

-  Quality of the products
-  Package size





Thank you!

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 Questions?

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