



Consumer behavior insights from REFRESH

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Objective

- 🥦 Better understanding of consumer behaviour in relation to food waste
- 🥔 Exploring perceptions, motivations, and practices
- 🥔 Examining which of these matter



Focus groups



6 per country
N = 147





Priorities: conflicting goals



Variety

Guests

Taste

Convenience

Food safety

Healthy

Correct amount



Wasting is not carefree for consumers

"Doesn't hurt my pocket. It hurts my soul."

"Every time I throw something in the trash, I feel like I'm throwing away a 5 EURO note."

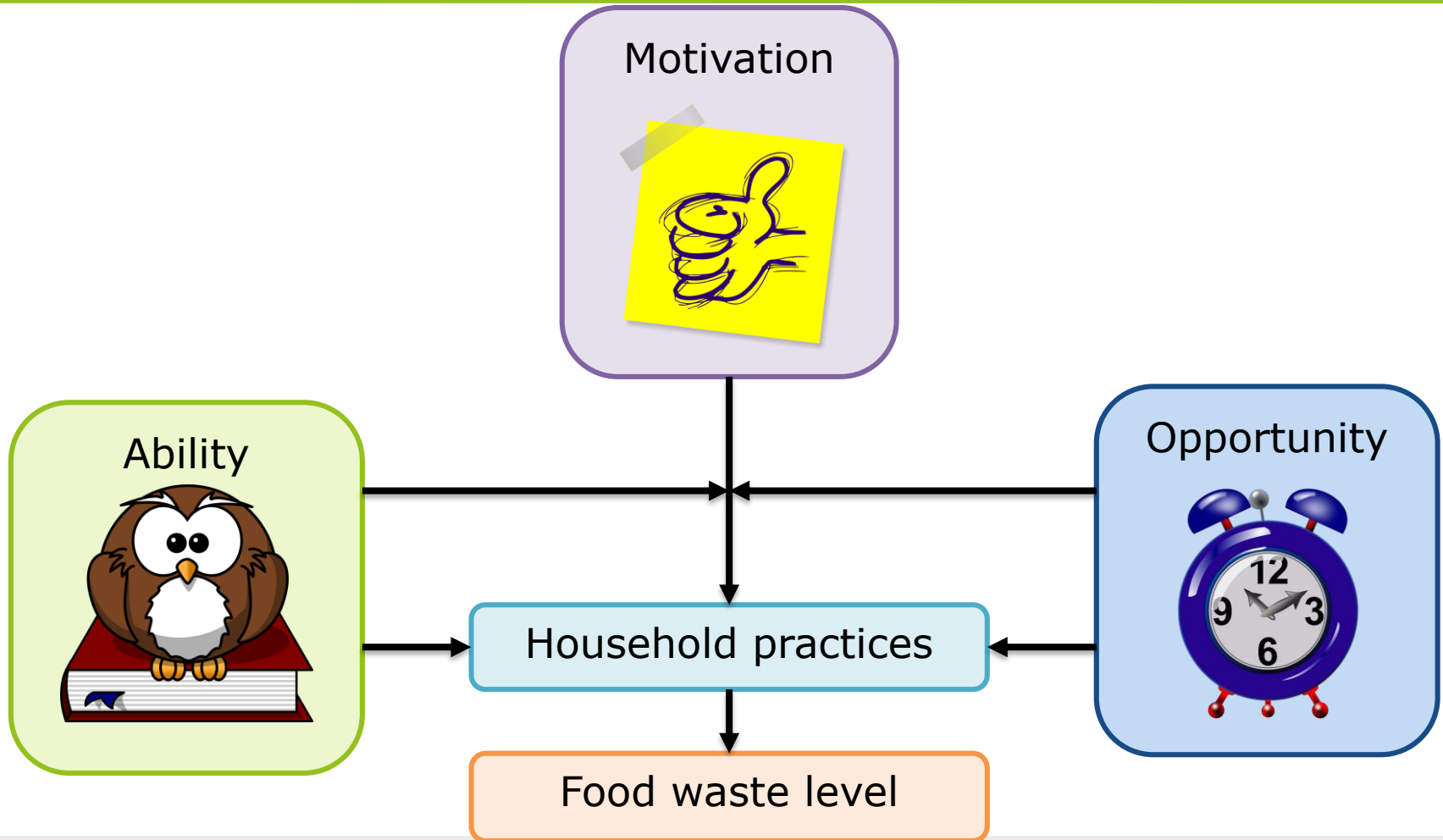
"I believe that everybody cares but it's not like... but... as I have too many problems, I don't care now"



"Wasting is not acceptable to me at all. But if it happens from time to time then it happens."



Framework





Survey

- 🥦 NL, Hungary, Germany, Spain
- 🥦 3354 households
- 🥦 REFRESH measure of HH food waste
 - 🥔 Pre-announced survey about food wasted in specific categories in the past week
 - 🥔 Correlates highly with other methods
 - 🥔 Underestimation



Motivation



Construct	Effect on HH food waste
Negative thoughts and feelings towards wasting food	Less waste
Perception that others waste a lot	More waste
Awareness of consequences	ns
Do others disapprove	ns
Importance of having sufficient food	More waste
Importance of having tasty food	More waste
Importance of price of food	Less waste
Importance of healthiness of food	ns



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Ability



Construct	Effect on HH food waste
Perceived skills to plan accurately	Less waste
Perceived skills to cook creatively with leftovers	Less waste
Perceived skills on prolonging shelf life of products	Less waste
Perceived difficulties in assessing food safety	ns



Construct	Effect on HH food waste
Perceived prevalence of unforeseen events	More waste
Perceived supply in stores (quality and quantity of products)	Less waste
Perceived accessibility of stores	ns
Perceived availability of equipment in home	ns



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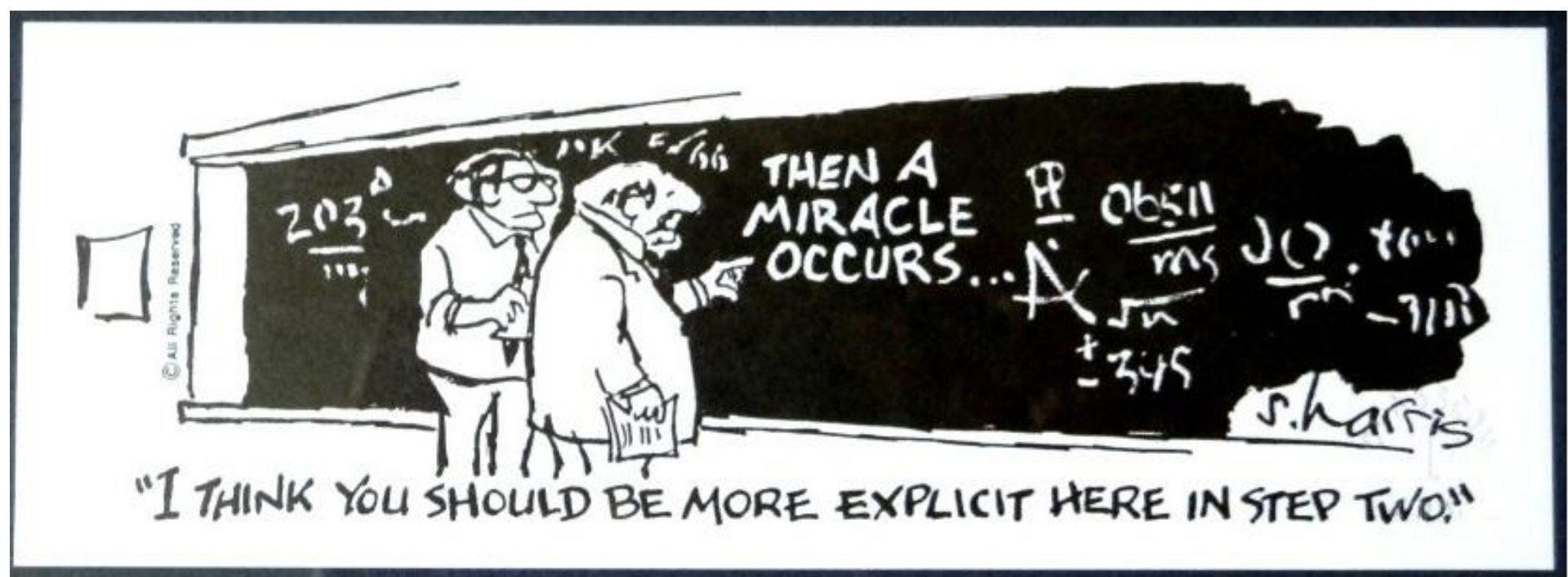
Join the crowd!
 In the last year, most
 of us did **NOT** consume
 alcohol at a party!

Pay As You Throw –
 An Incentive Based System



LETOVER LOVE
 52 Creative Recipes
 for Using Your Leftovers

Brette Sember



Legislation
 Legislation is a regulation made by the government, which is used to regulate, to prohibit, to sanction, to authorize, to separate the powers of government.





Thanks!

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