



Federal Ministry  
of Food  
and Agriculture

# Insights gained from consumer-facing interventions in Germany

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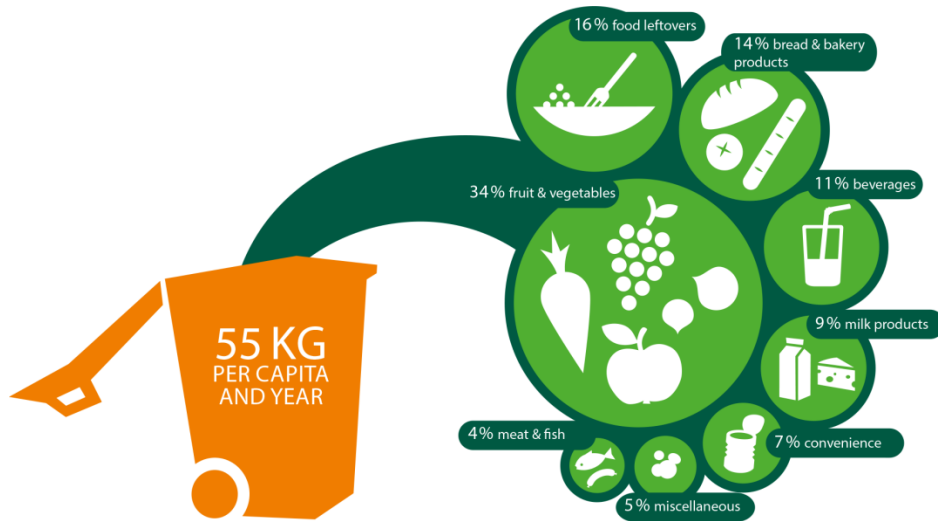
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[bmel.de](https://www.bmel.de)

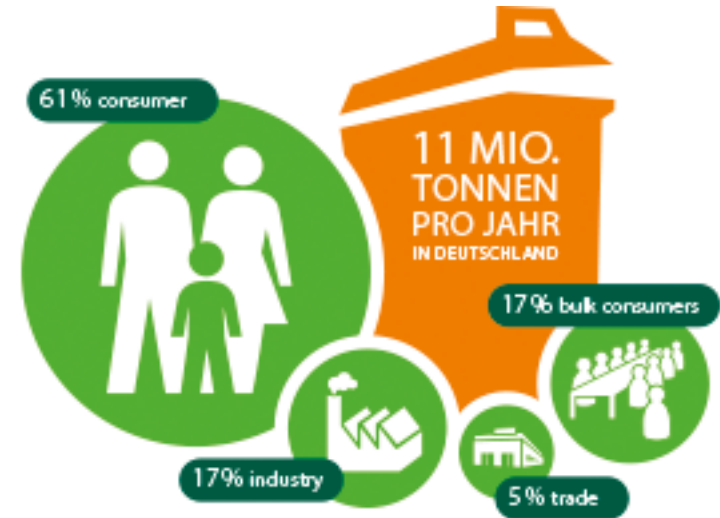


# Challenge

→ Study by Kranert et al. (2012) commissioned by BMEL:



Breakdown of food waste from households by product groups / Source study of GfK (2017) funded by the BMEL

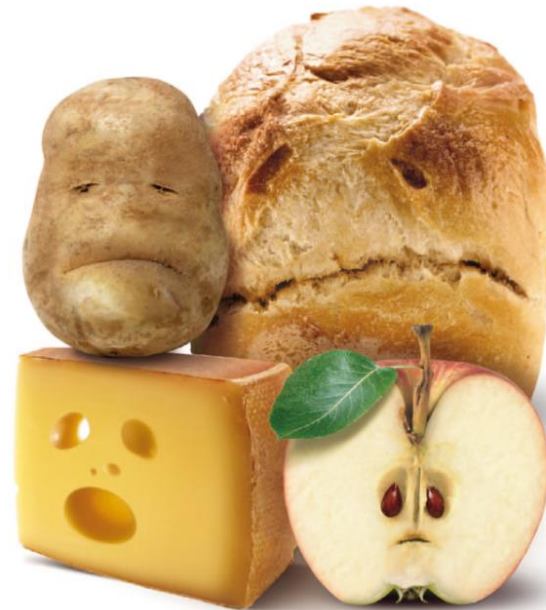


Breakdown of food waste by food-chain sector / Source: Study by the University of Stuttgart (2012), funded by the Federal Ministry of Food and Agriculture (BMEL)

# The intervention

*Too good for the bin!* initiative:

- Digital measures
- Different dialogue formats
- Information materials





# Why this was successful

- Raising awareness
- Educational work
- Evoking emotions
- Encouraging action.



We throw away every eighth item of food we buy.  
*You can make a real difference.*



10 GOLDEN RULES FOR  
PREVENTING FOOD  
FROM BEING WASTED >

TOO  
GOOD  
FOR THE  
BIN  
!



# Main insights gained

A campaign is not a sure-fire success.

A stable network of co-operation partners is helpful.

It is beneficial to pursue a target group-specific approach to the action to be taken.

# Other learnings

First results on waste generation in private households

- 4.4 million t of food waste in German private households per year
- around 55 /kg per person
- about 50 % is avoidable

# Outlook

*Too good for the bin!* will be continued and is an essential component of a national strategy

