



Reasons for wasting food on the consumer level

Behaviour models and cross-country comparisons

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Prepared by: Erica van Herpen



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Agree or disagree?

- The main reason for the high amount of in-home food waste is that consumers simply do not care enough



Behaviour model

Motivation



Ability



Opportunity



Food waste level

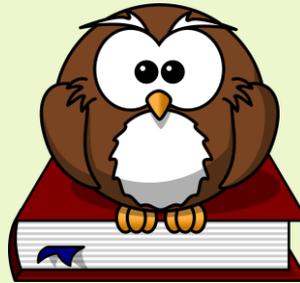


Behaviour model

Motivation

- Awareness
- Attitude
- Social norm

Ability



Opportunity



Food waste level



Behaviour model

Motivation

- Awareness
- Attitude
- Social norm

Ability

- Skills
- Knowledge

Opportunity



Food waste level



Behaviour model

Motivation

- Awareness
- Attitude
- Social norm

Ability

- Skills
- Knowledge

Opportunity

- Time & schedule
- Infrastructure
- Technologies

Food waste level

Behaviour model

Motivation



Ability



Opportunity



Food waste level

Behaviour model

Motivation



Ability



Opportunity



Consumer
food management

Food waste level



Focus groups



6 per country
N = 147





Content of the focus groups

- Awareness
- Abilities & opportunities for waste prevention
- Motivation, social norm, conflicting priorities

Using: photos, cartoons, “perfect non-waster”, ranking situations & products



Left-overs



Moulded fruit and vegetables





Feelings

- 🥦 People feel bad (guilty, ashamed) when throwing away food
- 🥦 People do not have strong feelings about wasting food



Feelings

Wasting is not acceptable to me at all. But if it happens from time to time then it happens. For me that doesn't count as wasting. It's just the attitude that is not acceptable to me at all.



Food waste...

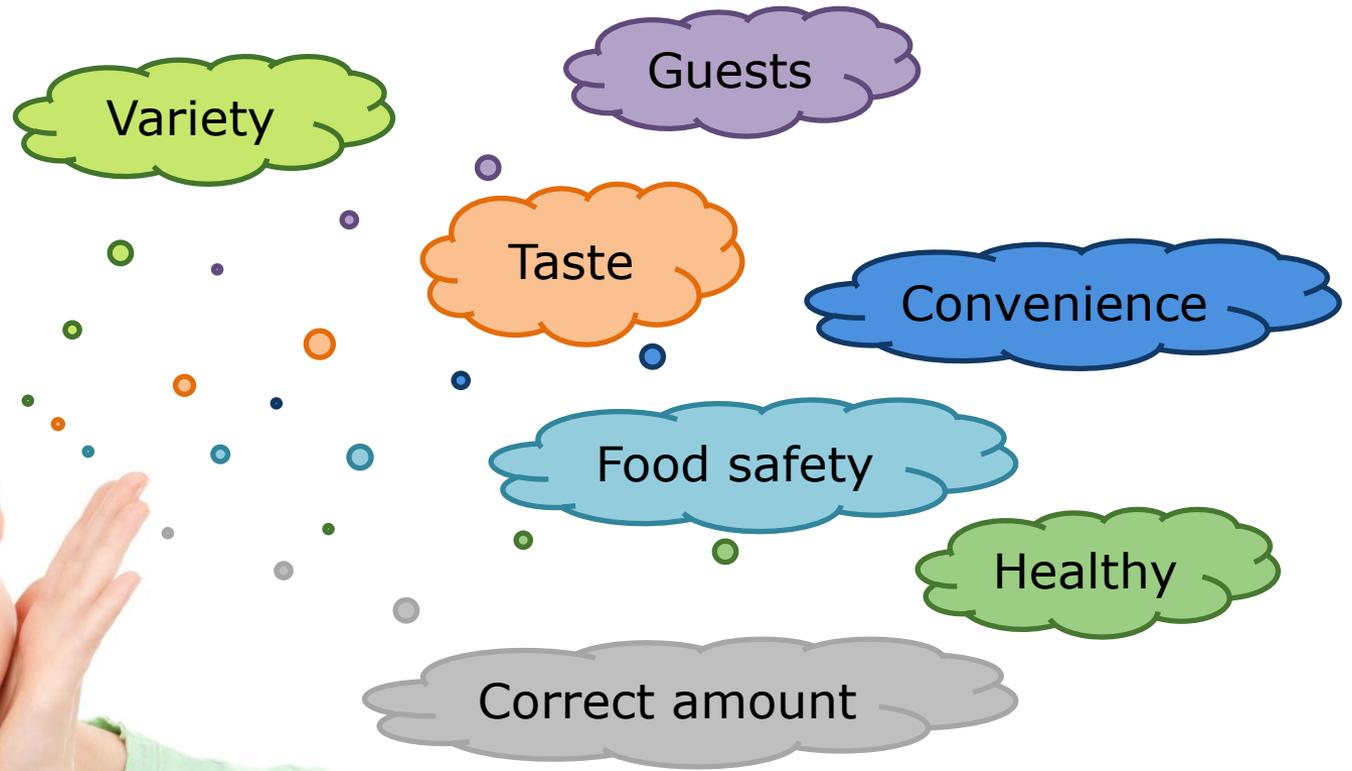
 Seen as both:

 moral issue 

 financial issue 



Priorities: conflicting goals





Priorities

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



Children

- 🥦 When people have children, this will
 - 🥔 Make it almost impossible not to waste food (more food waste)
 - 🥔 Be a stimulant to not waste food (less food waste)



Barriers to prevent food waste

- 🥬 Kids' taste and appetite changes
- 🥬 Unpredictable social and work life
- 🥬 Large packaging sizes
- 🥬 Shopping habits
- 🥬 Equipment for storing food
- 🥬 Income
- 🥬 Quality of food sold





Interventions

- 🥦 Consumers emphasize information and awareness campaigns to decrease food waste
- 🥦 Consumers emphasize the use of practical tools and social norms to decrease food waste



Main conclusions

- 🥬 Awareness is on the increase
- 🥬 Role of “education”
 - 🥕 Changes in parenting styles and lifestyle
- 🥬 Competing goals
- 🥬 Positive about intervention strategies

- 🥬 Input for a cross-national survey