

Consumer survey - knowledge, attitude and behaviour about food waste

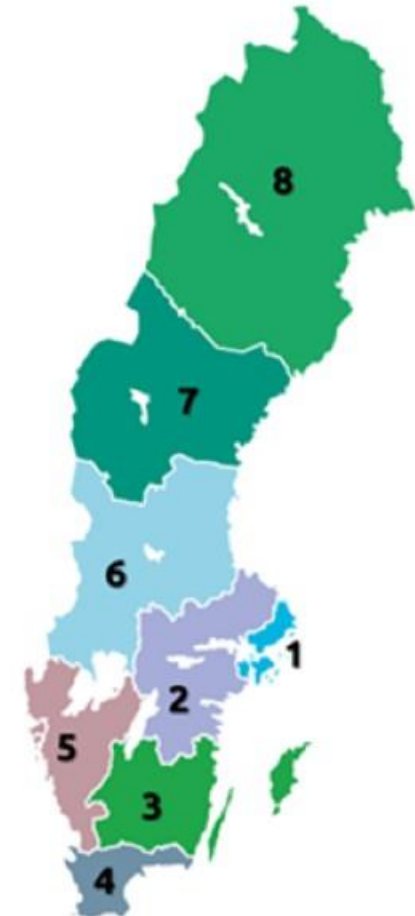
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Consumer survey november-december 2020

- On-line survey
- Webbpanel
- 1006 answers
- Target group: 18 years and older

Last survey 2013 with follow up 2015, interviews



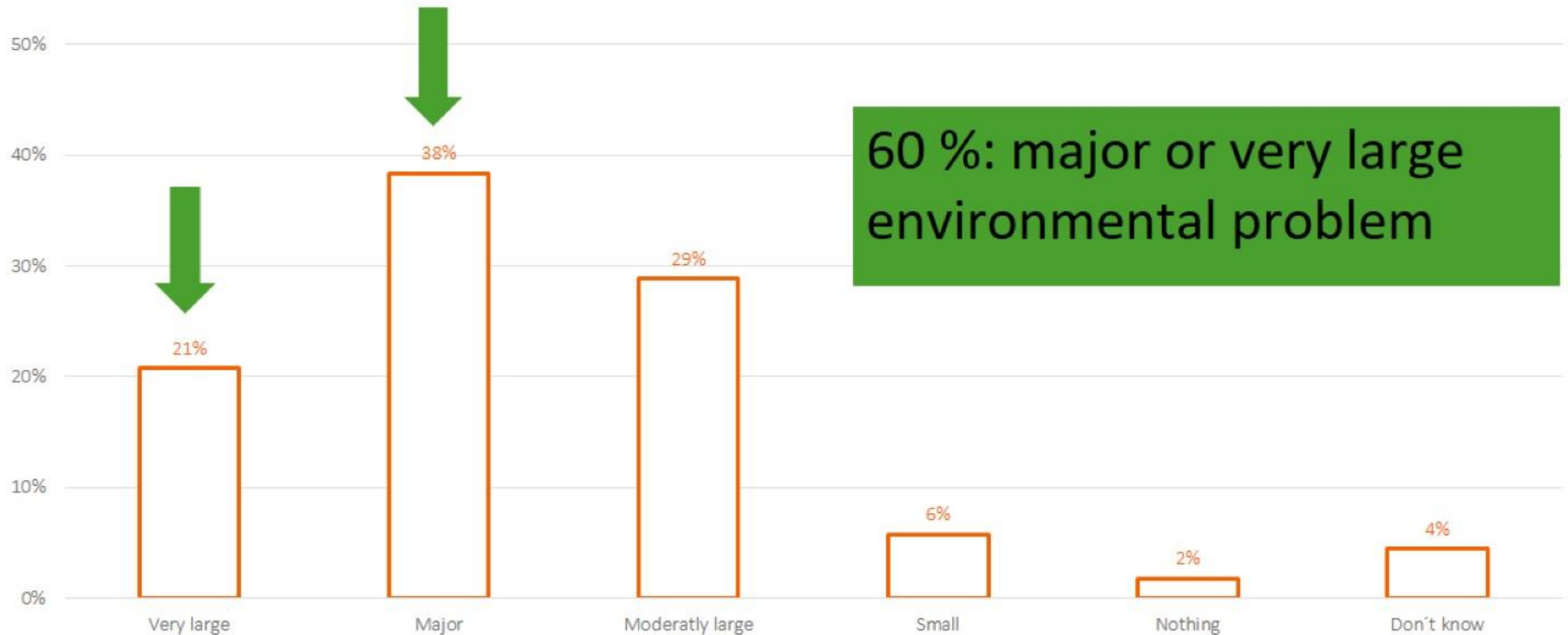
Amount of food waste (edable)

- 19 kg in the garbage bin
- 26 kg in the sewer

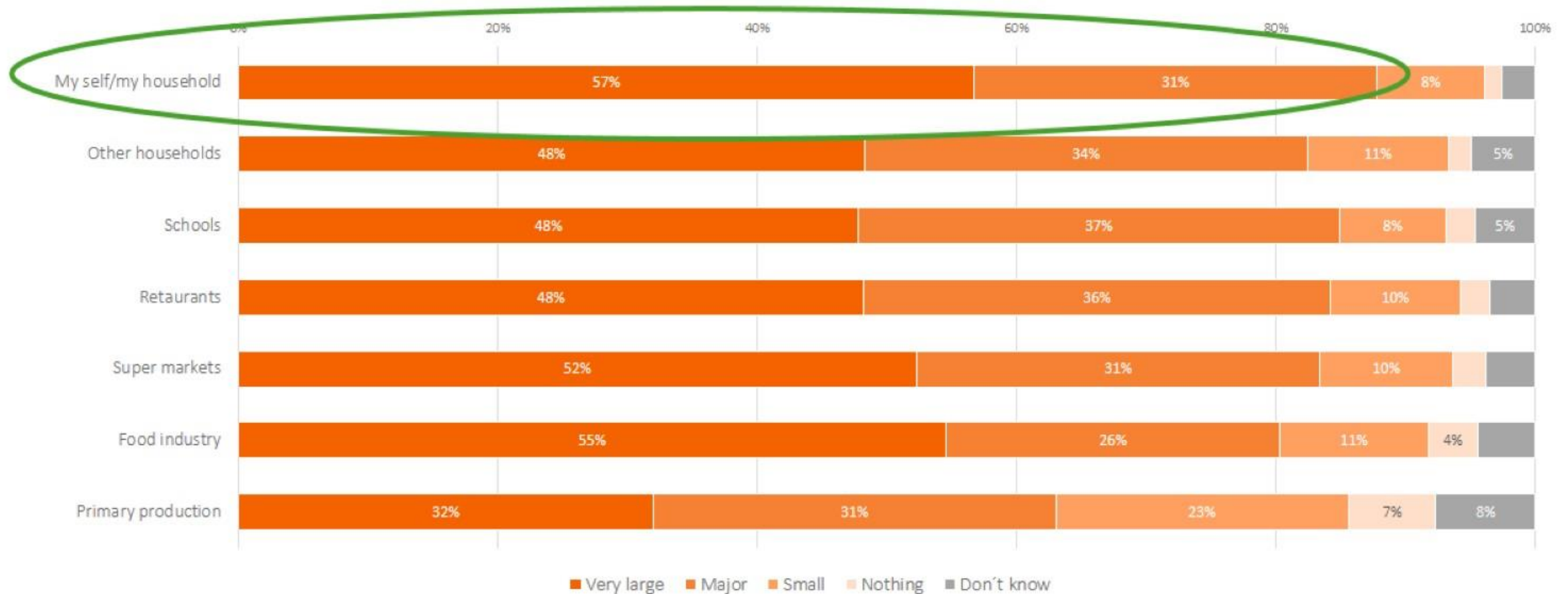
Per person and year in the
households!



To what extent do you consider that food waste is an environmental problem?



The consumers think that they have a great responsibility



Knowledge about date marking. 2 questions!

- What matches your perception of **best before date**?
- What matches your perception of **use by date**?

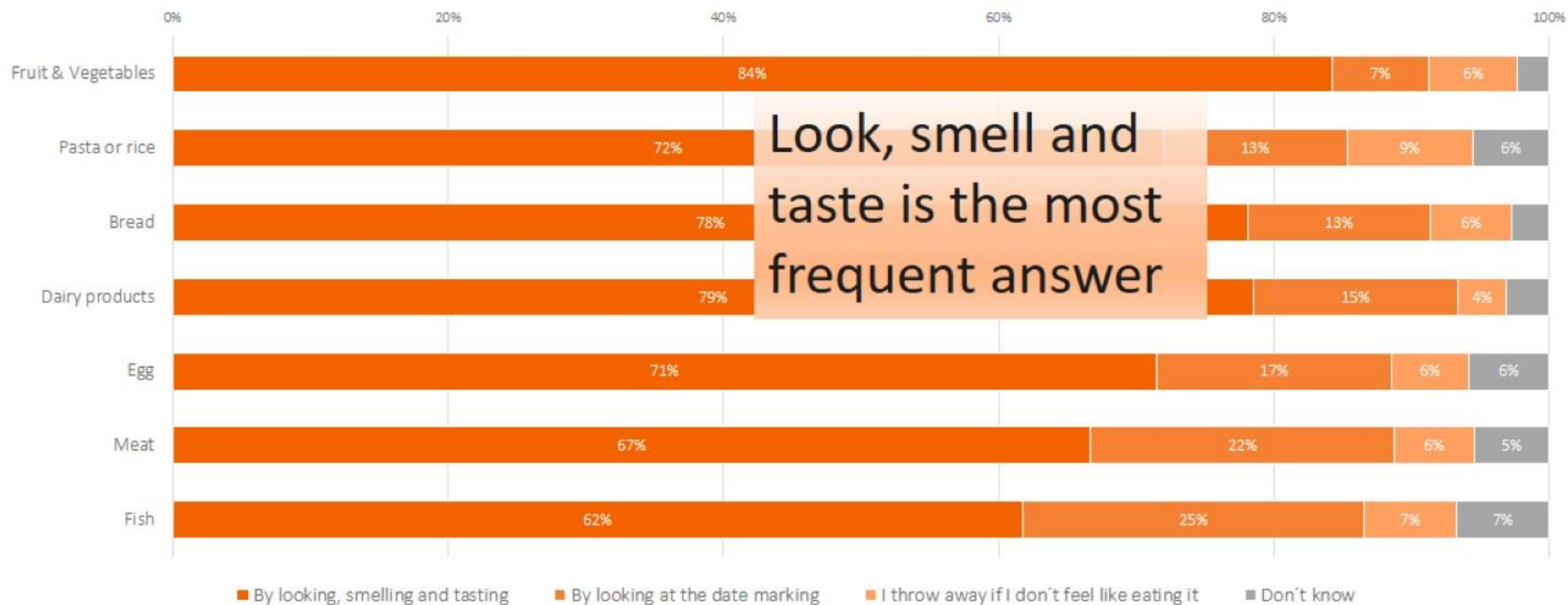
86 % respond that food may be edible after the best fore date has passed!



But! 66 % respond that food also can be edible when the use by date has passed!



How do you decide if you can eat the food or not?



39 % answer that their temperature in the fridge is between 3-5 degrees Celsius



How long can you eat leftovers, when storing it in the fridge??



The main reasons to throw away food are:

- The food doesn't seem fresh
- Afraid of getting sick of the food
- Cooked to much food



Conclusions

- Consumers' “waste insight” – their understanding of their own food waste – must continue to increase.
- The consumers also need to be more motivated to take better care of their food.





Livsmedelsverket

Swedish Food Agency