food facts for healthy choices

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Preliminary findings from a study in 8 MSs on drivers of consumer food waste

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PAN-European food waste survey

- Consumers surveyed in **8 countries** that are **high vs. low** in household food waste in north, south, east and west Europe

- Sample: 18-65, nationally representative household size; >500 per country

- What are main predictors of food waste in each country?

- Are there any cultural differences in food waste that could explain differences in food waste behaviour?

- Which infographics do consumers find most useful?

- Results can be used to tailor national-based campaigns

Target countries

UN Environmental Program	Frequency of throwing food away	Eurostat
Denmark (Northern: High)	Ireland	Portugal/Italy... Greece
Hungary (Eastern: High)	Denmark	Austria
Greece (Southern: High)	Hungary	Denmark
France (Western: High)	Greece	Hungary
Ireland (Northern: Low)	France	France
Austria (Western: Low)	Austria	Poland
Poland (Eastern: Low)	Poland	Ireland
Slovenia (Southern: Low)	Slovenia	Slovenia...Spain

Demographics

- Age
- Gender
- Household size
- Eating dinner out

Attitudes

- Prioritisation of food safety

- Prefer to buy/prepare too much food than just enough
- Prioritisation of unblemished produce

- Food waste is bad for the environment
- Saving time in food preparation
- Prioritisation of taste

Skills

- Planning

- Preparation

- Consumption
  "… judging if food is still edible"
   … "understanding the expiry dates (e.g. knowing the difference between use by and best before dates)"

- Storage

Judgements of whether a food is still edible

- Appearance

- Best before/use by dates
- Length of time since purchased/cooked

- **Smell**
- Taste

Behaviours

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- Avoid buying things already at home
- Use food close to use-by date
- Try to minimise leftovers
- Transforming leftovers to re-eat
- Freeze food or ingreidents

- Check/tidy fridge or pantry
- Plan meals several days in advance

- Make shopping list
- **Check what food have at home before shopping**
- Use food past best-before date
- Check expiry date
- Eat all food

- Prepare right amount of food
- Measure/weigh portion sizes
- Store leftovers appropriately
- Try to use up leftovers

Reasons

- More was bought than needed
- **Only eat food that is fresh/freshly prepared**
- Didn't know what to do with it
- More was prepared than needed
- More was served on the plate than needed
- I did not want to eat it

- **spoiled before it was eaten**

Infographics

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10 ways to reduce food waste

- make a grocery list & stick to it
- buy what you need, don't fall for deals
- freeze foods you won't use in time (in portions)
- buy misshapen, lonely or ripe fruit & veg
- store foods properly & clean your fridge
- follow the 'first in, first out' rule
- remember: 'use by' ≠ 'best before'
- make 'empty the fridge' meals
- eat, repurpose or share leftovers
- eat or use fruit & veg peels (when possible)

How long will these foods keep in the fridge?

for labelled products, follow the specific date & storage instructions

- crustaceans & molluscs — 2 days
- seafood — 3 days
- poultry — 3 days
- leftovers meals — 3 days (except rice, 1 day)
- meat — 3–5 days
- cream — 5 days
- milk — 5–7 days
- cottage, ricotta, cream cheeses — 10 days
- hard cheeses variable (1–3 months)
- fruit juices — 7–14 days
- soft cheeses e.g., brie — 2–3 weeks
- cured meat — 2–3 weeks
- minced meat & offal — 3–5 days
- margarine variable

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How long will these foods keep in the freezer?

- milk — up to 1 month
- cured meats — 1–2 months
- cooked meat — 2–3 months
- bread — up to 3 months
- herbs — 3 months
- fish (raw or cooked) — 2–4 months
- leftovers meals — 2–4 months
- grated cheese — up to 4 months
- fruit — up to 6 months
- cake & baked goods (no icing) — 6–8 months
- uncooked poultry — 9–12 months
- uncooked meat — 4–12 months
- vegetables — up to 1 year
- butter — up to 3 months
- cooked poultry — 4 months

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Other data

- Leftovers at restaurants
- Worth to reduce household FW?
- Easy to reduce household FW?
- More FW campaigns needed?

Implications

- Different predictors between countries
  - Need for tailored campaigns
- Most strongly endorsed factors aren't always predictive
  - They don't discriminate between people who waste more vs. less frequently
  - Should we target most strongly endorsed factors, or most predictive factors?

Thank you!

Questions?

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