



# Diminishing household food waste

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Prepared by: Erica van Herpen



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**WAGENINGENUR**  
For quality of life



# Agree or disagree?

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Throw-away society:

The main reason for the high amount of household food waste is that consumers simply do not care



# Focus groups



6 per country  
N = 147





# What consumers say:

*"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"*

*"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"*



# Priorities: conflicting goals





# So: Food waste prevention is not a main goal

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Thus...

- 🥦 Target household practices surrounding food
- 🥦 Integrated with other goals



# Behaviour model

Motivation



Ability



Opportunity



Household food practices

Food waste level



# Survey

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- 🥦 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: what matters most?

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- 🥬 Awareness of consequences of waste
- 🥬 Social norm: the idea that others waste



# Survey results

Construct	Effect on HH food waste
Attitude (negative thoughts and feelings) towards wasting food	-
Descriptive norm: what do others do	++
Awareness of consequences	ns
Injunctive norm: do others disapprove	ns
Importance of having sufficient food	+
Importance of having tasty food	+
Importance of price of food	-
Importance of healthiness of food	ns



# So: Existing campaigns...







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[www.eu-refresh.org](http://www.eu-refresh.org)



# Survey results

Ability



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



# Survey results

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



# So: Practical help



## The Organized Fridge

How to store food in the smartest spots





# What do consumers say they want

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- Information and awareness campaigns
- Provide practical tools and apply social norms



Let's set the norm!



# Thanks!

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E-mail:

[Erica.vanHerpen@wur.nl](mailto:Erica.vanHerpen@wur.nl)

Blog:

<http://www.marketingandconsumerbehaviour.nl/>



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