



# Reducing household dairy waste



# Yoghurt

## Consumer insights and evidence

### Evidence on consumer waste at home<sup>2</sup>

UK consumers waste:

**54,000 tonnes**  
of yogurt a year (9% of purchases).

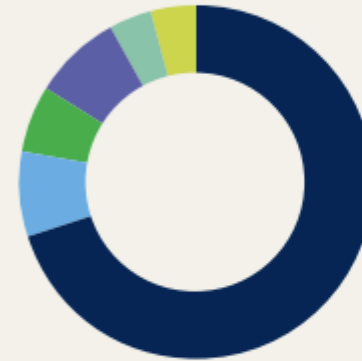
**50%**  
is in unopened packs (very high compared to other food types).

**80%**  
of packs are more than three-quarters full.

### Other insights

1. WRAP research suggests that people frequently use date labels on yogurt to make decisions.<sup>3</sup>
2. This is supported by the overwhelming proportion of householders reporting the date code as the reason for wasting yogurts.<sup>2</sup>
3. A recent on-shelf survey found that for multi-pack yogurts there has been a downward trend in products on-shelf carrying a 'Best Before' date (43% in 2011 to 9% in 2015).<sup>4</sup>
4. The on-shelf survey also found that very few yogurts products specify that they can be frozen at home.<sup>4</sup>
5. WRAP focus panels have found that consumers respond well to 'motivational' messaging on the story of food.

### Reasons for not using yogurt purchases



Not used in time (date code)	70%
Not used in time (not date code)	8%
Cooked/served too much	6%
Fussy eating	8%
Accidents	4%
Other	4%

<sup>2</sup> Household Food & Drink Waste – A Product Focus, WRAP 2014

<sup>3</sup> <http://www.wrap.org.uk/sites/files/wrap/Technical%20report%20dates.pdf>

<sup>4</sup> <http://www.wrap.org.uk/content/helping-consumers-reduce-food-waste-retail-survey-2015>



# Milk

## Consumer insights and evidence

### Evidence on consumer waste at home<sup>2</sup>

UK consumers waste:

**290,000 tonnes**

of milk a year (7% of purchases).

**50%**

was thrown away in larger quantities (> 1 pint).

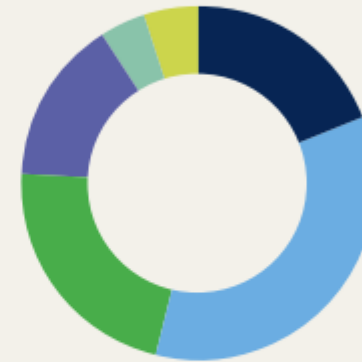
**50%**

was thrown away at breakfast.

### Other insights

1. Customer complaints data suggests that c. 80% of complaints are about milk going off before the 'Use By' date, potentially related to temperature abuse.
2. An on-shelf survey found that freezing guidance for milk was minimal<sup>3</sup>. 17% of consumers believe milk to be 'un-freezable' and only around 1 in 10 regularly buy milk to freeze at home<sup>4</sup>.
3. WRAP focus panels have found that consumers respond well to 'motivational' messaging on the story of food.

### Reasons for not using milk purchases



Not used in time (date code)	19%
Not used in time (not date code)	35%
Cooked/served too much	22%
Fussy eating	15%
Accidents	4%
Other	5%

<sup>2</sup> Household Food & Drink Waste – A Product Focus, WRAP 2014

<sup>3</sup> <http://www.wrap.org.uk/content/helping-consumers-reduce-food-waste-retail-survey-2015>

<sup>4</sup> Understanding Consumer Use of the Freezer, WRAP, August 2010. A quantitative study into consumer attitudes, understanding and behaviour with regards to freezing.





# 2019: a shift begins in the UK

## Arla milk and yogurts scrap 'use by' labels

By Given Ridler

06-Sep-2019 - Last updated on 06-Sep-2019 at 10:27 GMT



Arla has pledged to remove 'use by' dates from all its branded milk products

## Morrisons scrapping 'use by' dates from milk to help customers reduce waste



## Co-op cuts use-by dates on its yoghurt in a bid to reduce food waste

Another UK supermarket chain has scrapped use-by dates on one of its own-brand products in the hopes of reducing food waste.





# Research Questions



**The impact of changing  
between UB vs BB dates;**

**Measuring the date “buffers”  
as the date label approaches,  
is reached and then is passed**

NB. Stages of deterioration has less  
focus here – there were one milk and  
two yogurts

**BEST BEFORE:**

**15.12.20**





# Eating beyond the Best Before





# Bonus Days: Conditions

Condition 1: Control



Condition 2: Large Icon (calendar)



Condition 3: Enjoy me for longer (calendar)



Condition 4: Store at 5 (calendar)



Condition 5: Large Icon (Fridge)



Condition 6: Enjoy me for longer (Fridge)



Condition 7: Store at 5 (Fridge)

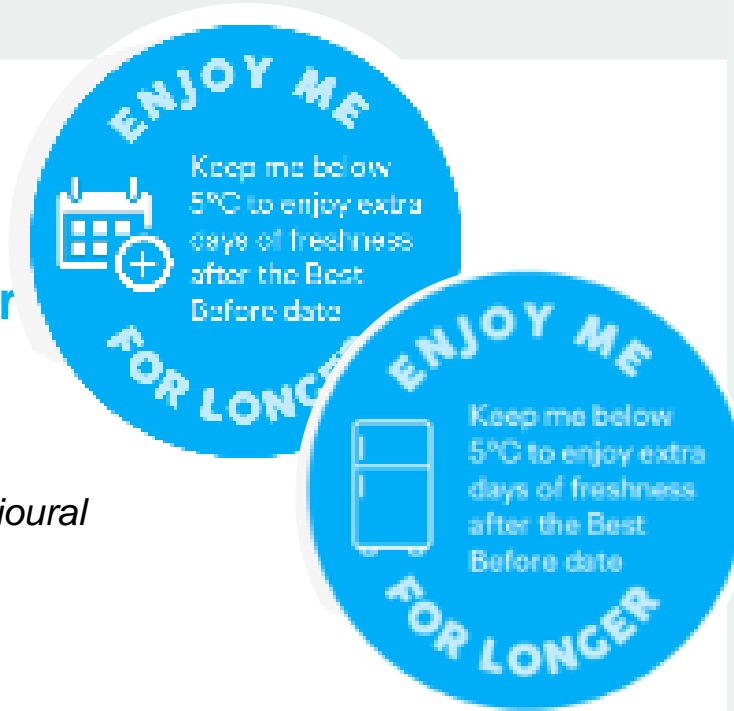


# Bonus Days: Summary

Recommendation:  
**Enjoy me for longer**  
 messaging

*Uses the effort-reward behavioural strategy*

Placing on pack:  
**Front of pack or top of yoghurt lid**



Findings indicated that the Bonus Days label with ‘Enjoy me for longer’ message could:

- ✓ **Improve freshness perceptions** towards yoghurt  
*Participants in Condition 6 – Enjoy me for longer Fridge perceived the yoghurt significantly fresher compared to the Control.*
- ✓ **Improve understanding**  
 Participants found “Enjoy me for longer” messaging the easiest to understand (Conditions 3 & 6). Conditions 3 and 6 outperformed all other conditions for the top rank.
- ✓ **Increase behavioural intent to eat yoghurt after the Best Before date**  
*Participants were more likely to eat Condition 3 – Enjoy me for longer Calendar after the BB date compared to all conditions.*
- ✓ **Offer potential for overall improved product and brand perceptions**