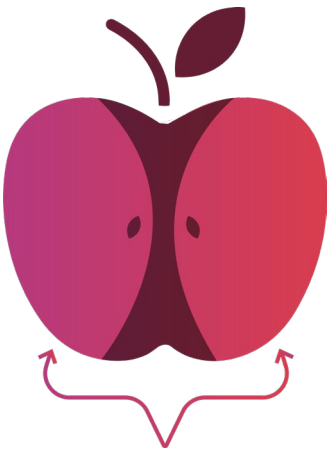




INTERNATIONAL
**FOOD
WASTE**
COALITION

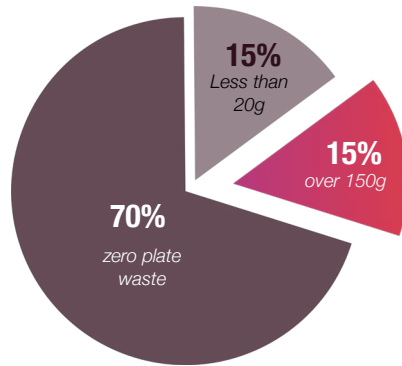
Engaging with consumers to cut plate waste

In an experiment conducted across 5 corporate restaurants in France, we found that 80% of waste is generated by just 15% of consumers. 40% of people leaving food on their plates do so habitually, most of whom would rather be offered smaller portions.



88%

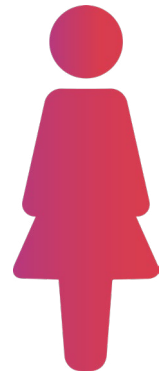
of plate waste is perfectly **edible**.



Around 80% of plate waste is generated by

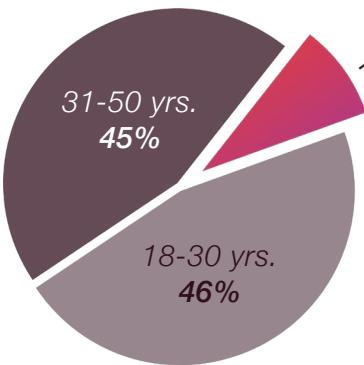
15%

of consumers.



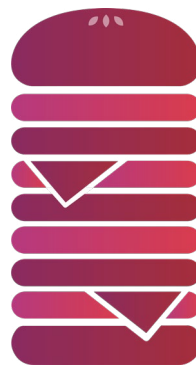
2x

Women are **twice** as likely as men to leave food on their plate.



9%

Over 50s waste far less food, perhaps because they limit how much food they request or are culturally conditioned not to waste food.

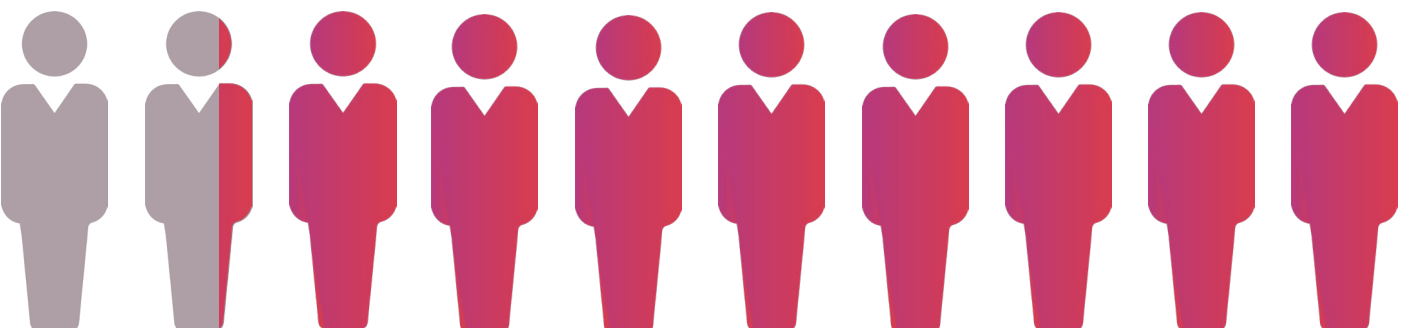


68%

of food wasters say they leave food on their plate because they are served portions that are too big.

40%

of consumers who leave food uneaten do so frequently or systematically.



83%

of people who waste food would like to receive smaller portions, with most saying they would rather be offered less food rather than having to ask.