Diminishing household food waste
Agree or disagree?

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

Variety
Taste
Food safety
Healthy
Convenience
Guests
Correct amount
So: Food waste prevention is not a main goal

Thus...

- Target household practices surrounding food
- Integrated with other goals
Behaviour model

Motivation

Ability

Opportunity

Household food practices

Food waste level
Survey

- 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?

- Awareness of consequences of waste
- Social norm: the idea that others waste
## Survey results

<table>
<thead>
<tr>
<th>Construct</th>
<th>Effect on HH food waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude (negative thoughts and feelings) towards wasting food</td>
<td>-</td>
</tr>
<tr>
<td>Descriptive norm: what do others do</td>
<td>++</td>
</tr>
<tr>
<td>Awareness of consequences</td>
<td>ns</td>
</tr>
<tr>
<td>Injunctive norm: do others disapprove</td>
<td>ns</td>
</tr>
<tr>
<td>Importance of having sufficient food</td>
<td>+</td>
</tr>
<tr>
<td>Importance of having tasty food</td>
<td>+</td>
</tr>
<tr>
<td>Importance of price of food</td>
<td>-</td>
</tr>
<tr>
<td>Importance of healthiness of food</td>
<td>ns</td>
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</tbody>
</table>
So: Existing campaigns...
## Survey results

<table>
<thead>
<tr>
<th>Construct</th>
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<tbody>
<tr>
<td>Perceived skills to plan accurately</td>
<td>-</td>
</tr>
<tr>
<td>Perceived skills to cook creatively with leftovers</td>
<td>-</td>
</tr>
<tr>
<td>Perceived skills on prolonging shelf life of products</td>
<td>-</td>
</tr>
<tr>
<td>Perceived difficulties in assessing food safety</td>
<td>ns</td>
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</tbody>
</table>
### Survey results

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<tr>
<td>Perceived prevalence of unforeseen events</td>
<td>+</td>
</tr>
<tr>
<td>Perceived supply in stores (quality and quantity of products)</td>
<td>-</td>
</tr>
<tr>
<td>Perceived accessibility of stores</td>
<td>ns</td>
</tr>
<tr>
<td>Perceived availability of equipment in home</td>
<td>ns</td>
</tr>
</tbody>
</table>
So: Practical help
What do consumers say they want

- Information and awareness campaigns

- Provide practical tools and apply social norms
Let’s set the norm!
Thanks!

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REFRESH: www.eu-refresh.org