Consumer survey - knowledge, attitude and behaviour about food waste

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Consumer survey November-December 2020

- On-line survey
- Webbpanel
- 1006 answers
- Target group: 18 years and older

Last survey 2013 with follow up 2015, interviews
Amount of food waste (edible)

- 19 kg in the garbage bin
- 26 kg in the sewer

Per person and year in the households!
To what extent do you consider that food waste is an environmental problem?

60 %: major or very large environmental problem
The consumers think that they have a great responsibility.
Knowledge about date marking. 2 questions!

- What matches your perception of best before date?
- What matches your perception of use by date?
86% respond that food may be edible after the best fore date has passed!
But! 66% respond that food also can be edible when the use by date has passed!
How do you decide if you can eat the food or not?

- **Fruit & Vegetables**: 84% by looking, smelling, and tasting, 7% by looking at the date marking, 6% I throw away if I don’t feel like eating it, 0% Don’t know.
- **Pasta or rice**: 72% by looking, smelling, and tasting, 13% by looking at the date marking, 9% I throw away if I don’t feel like eating it, 6% Don’t know.
- **Bread**: 78% by looking, smelling, and tasting, 13% by looking at the date marking, 6% I throw away if I don’t feel like eating it, 6% Don’t know.
- **Dairy products**: 79% by looking, smelling, and tasting, 15% by looking at the date marking, 4% I throw away if I don’t feel like eating it, 6% Don’t know.
- **Egg**: 71% by looking, smelling, and tasting, 17% by looking at the date marking, 6% I throw away if I don’t feel like eating it, 6% Don’t know.
- **Meat**: 67% by looking, smelling, and tasting, 22% by looking at the date marking, 6% I throw away if I don’t feel like eating it, 5% Don’t know.
- **Fish**: 62% by looking, smelling, and tasting, 25% by looking at the date marking, 7% I throw away if I don’t feel like eating it, 7% Don’t know.

Look, smell and taste is the most frequent answer.
39% answer that their temperature in the fridge is between 3-5 degrees Celsius.
How long can you eat leftovers, when storing it in the fridge?

More need to know and feel secure that you can eat cooked food even up to a week.
The main reasons to throw away food are:

- The food doesn´t seem fresh
- Afraid of getting sick of the food
- Cooked to much food
Conclusions

- Consumers’ “waste insight” – their understanding of their own food waste – must continue to increase.
- The consumers also need to be more motivated to take better care of their food.