

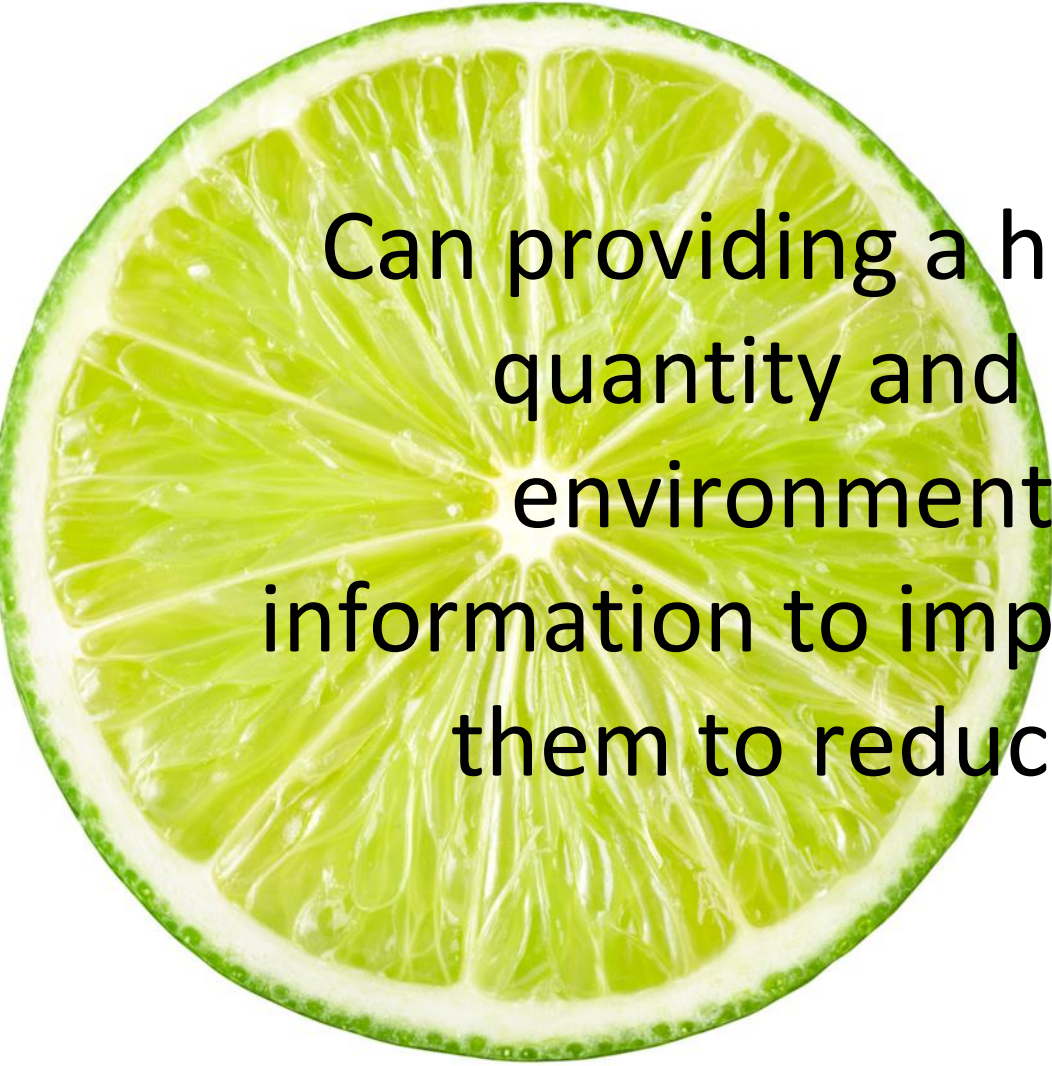
Reducing Household Food Waste

Paul van der Werf
1 April 2020



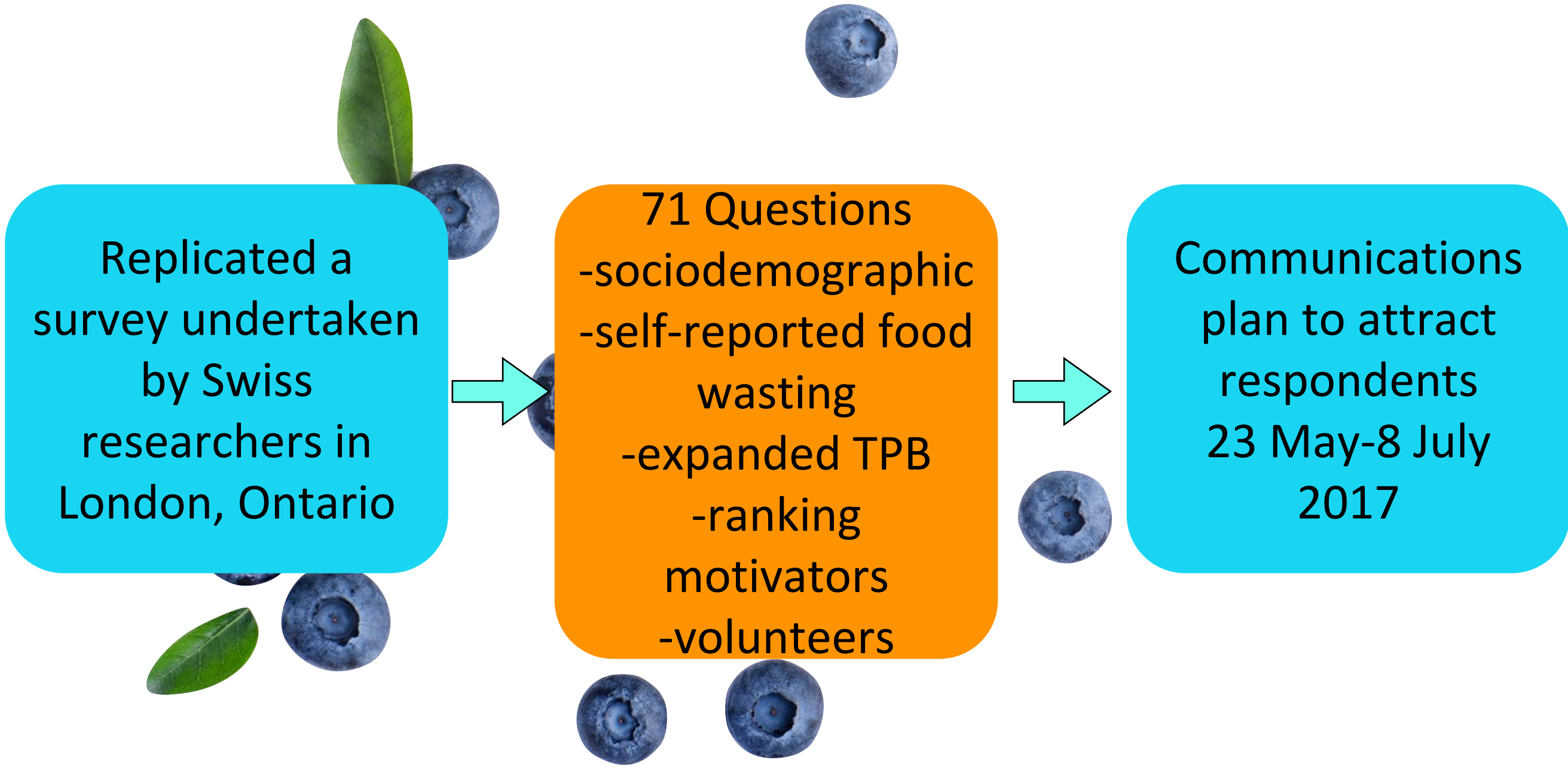


Research question



Can providing a household with local food waste quantity and impact data (i.e. monetary, environmental and social) coupled with information to improve their food literacy motivate them to reduce their food waste disposal?

Household food waste survey

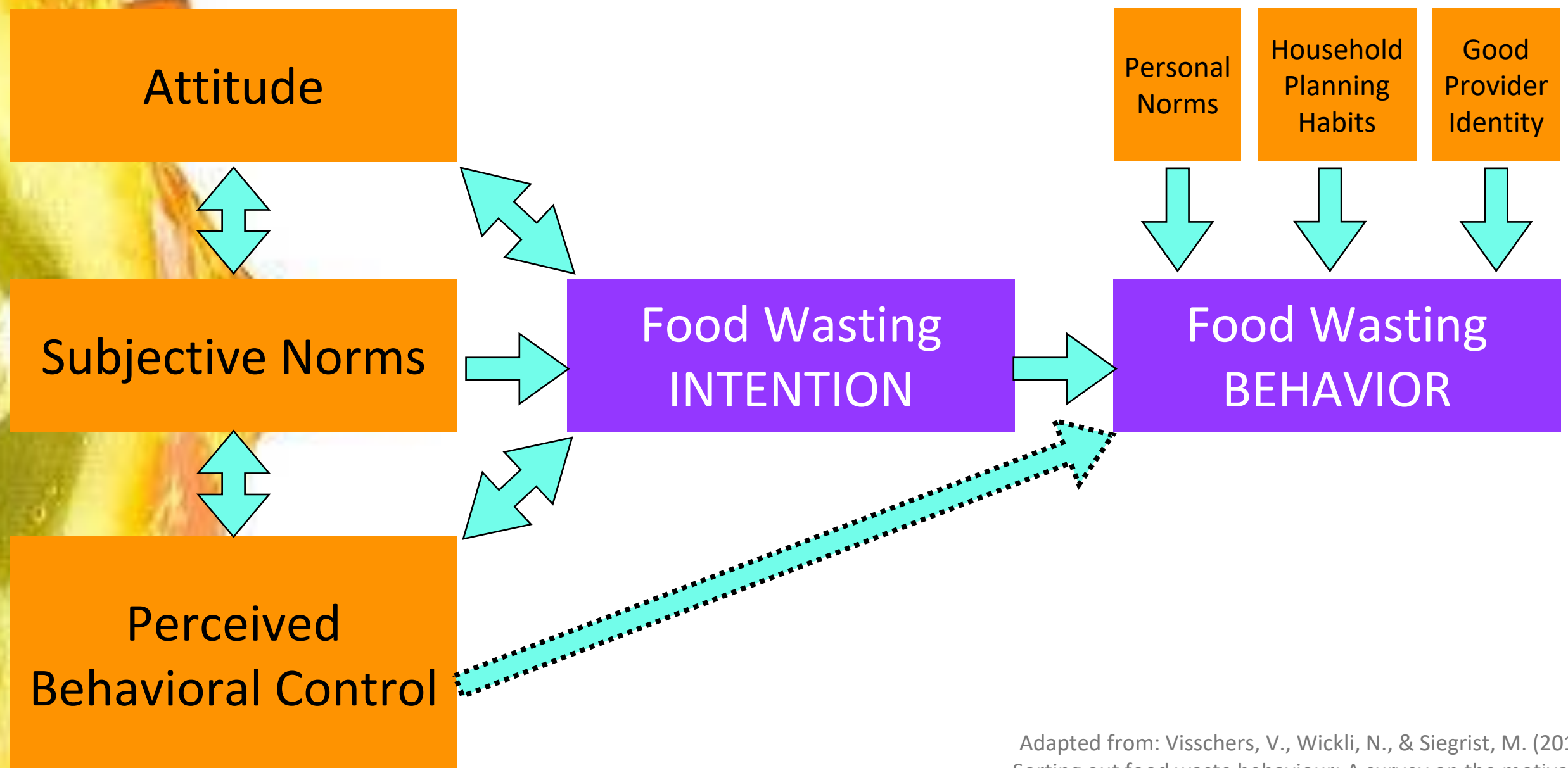


Replicated a
survey undertaken
by Swiss
researchers in
London, Ontario

71 Questions
-sociodemographic
-self-reported food
wasting
-expanded TPB
-ranking
motivators
-volunteers

Communications
plan to attract
respondents
23 May-8 July
2017

Theory of Planned Behavior (TPB)



Adapted from: Visschers, V., Wickli, N., & Siegrist, M. (2016). Sorting out food waste behaviour: A survey on the motivators and barriers of self-reported amounts of food waste in households. *Journal of Environmental Psychology*, 45, 66-78.

Self-reported food wasting behavior



1,263



4.8
times/week



11% self-
reported no
food waste



5.9
portions/
week



Food waste reduction motivators

Reduce money
wasted

58.9%

Reduce
environmental
impact (climate
change)

23.9%

Reduce social
impact (hunger)

17.2%

What it means

Reducing the amount of money wasted the key motivator to reducing amount of food that becomes waste

Perceived behavioral control more important determinant of food wasting behavior than intention

Intervention development



Intervention development

Food waste measurement

Food waste
measurement
methodology

Avoidable &
Unavoidable

Bread & Baked Goods

Dairy

Meat & Fish

Fruit & Vegetables

Dried Food

Other Food



REDUCE

FOOD WASTE

SAVE MONEY

REDUCE FOOD WASTE SAVE MONEY

On average each London household wastes
125kg of food worth \$600 per year.

TIP
1

Plan your meals ahead of time.

TIP
2

Make a grocery list and stick to it.

TIP
3


Store your food properly.

TIP
4

Prepare just enough.

TIP
5

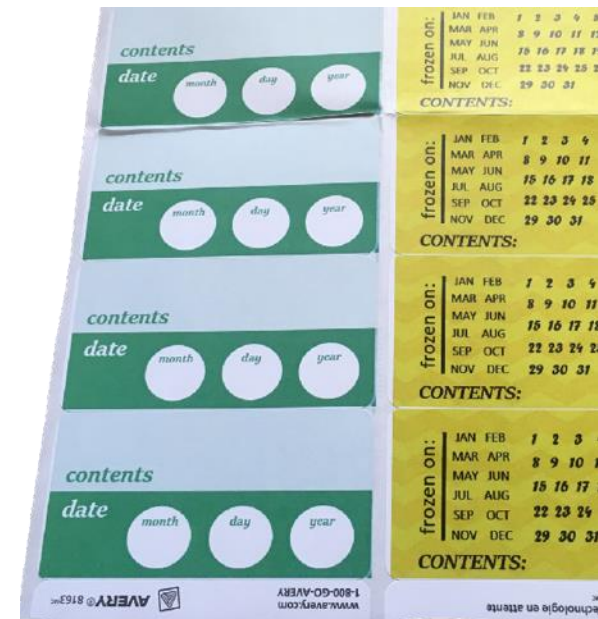
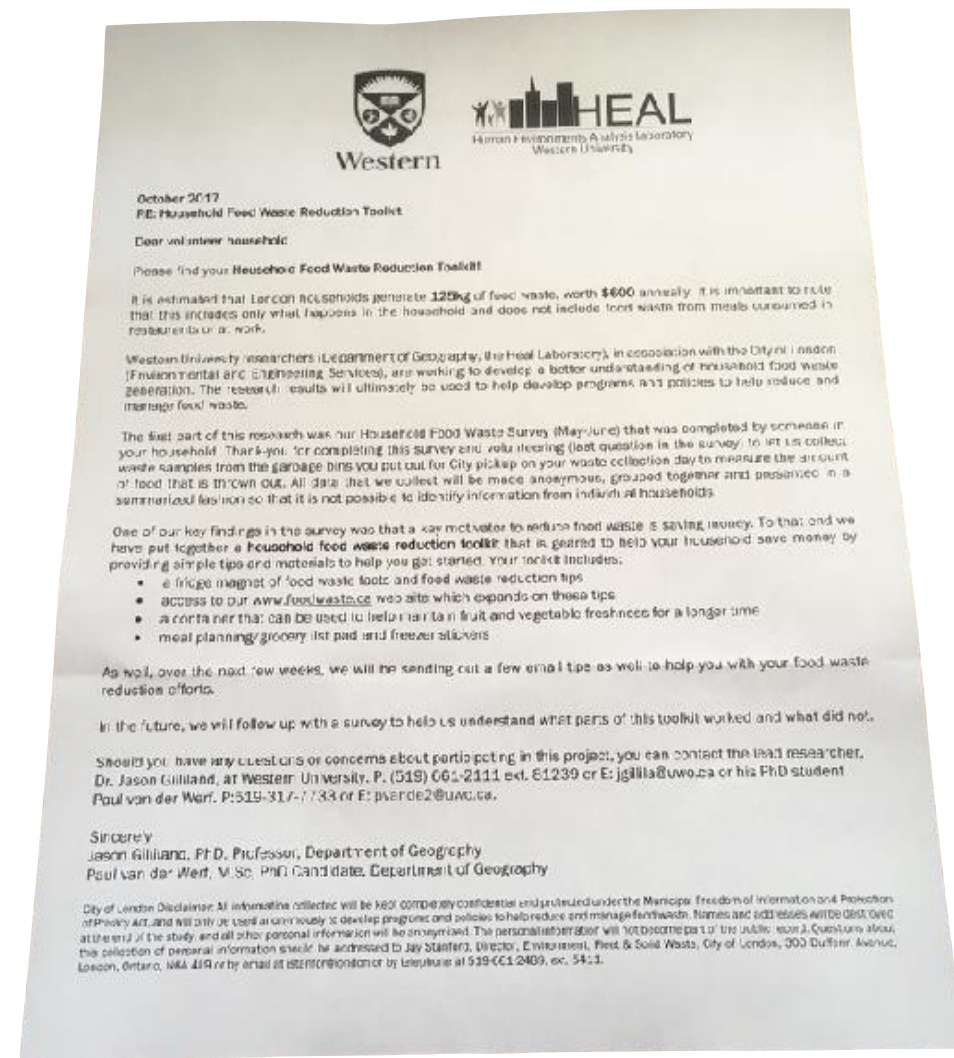
Love those leftovers.

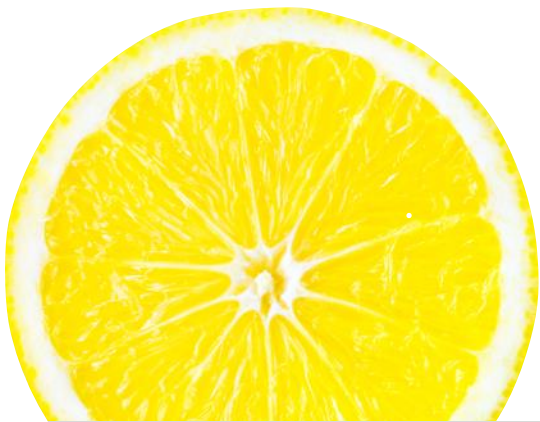


To learn more about these tips
go to www.foodwaste.ca



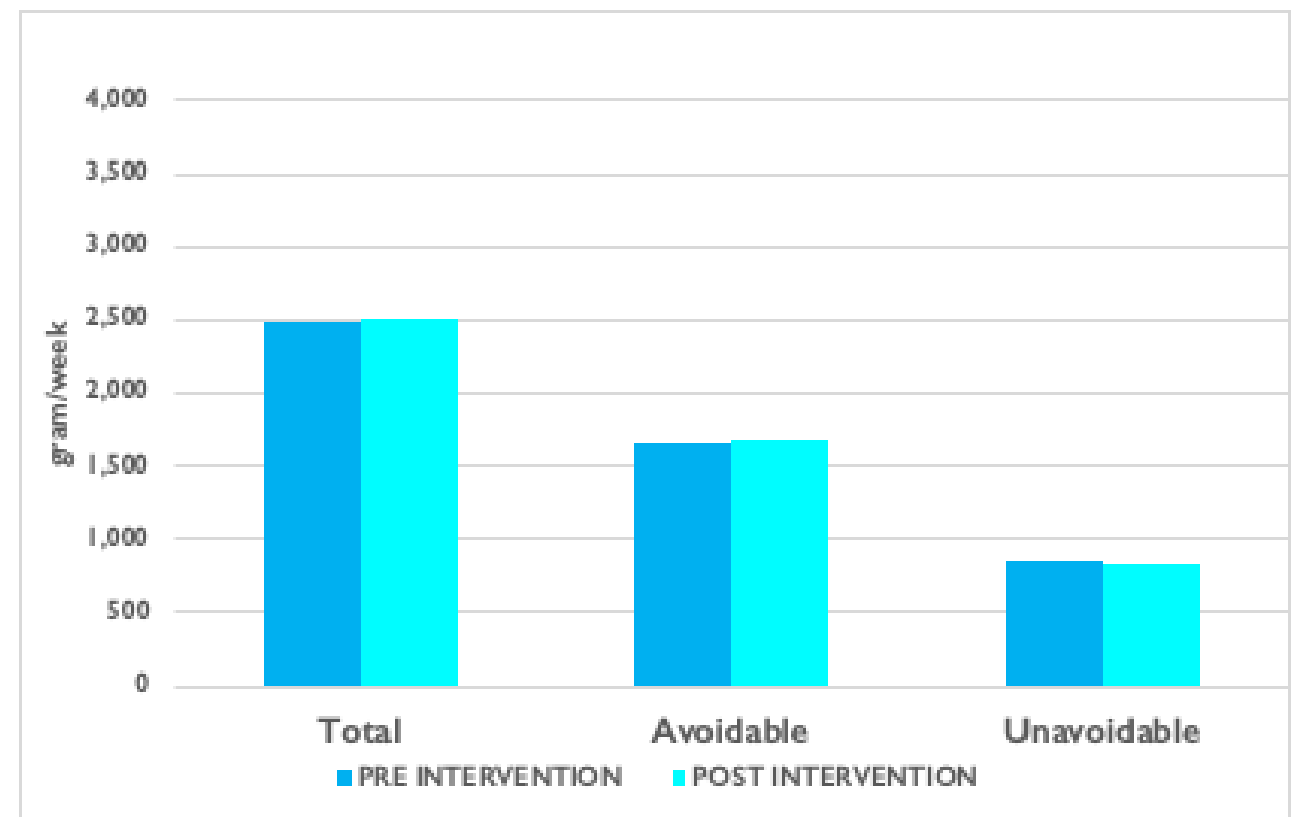
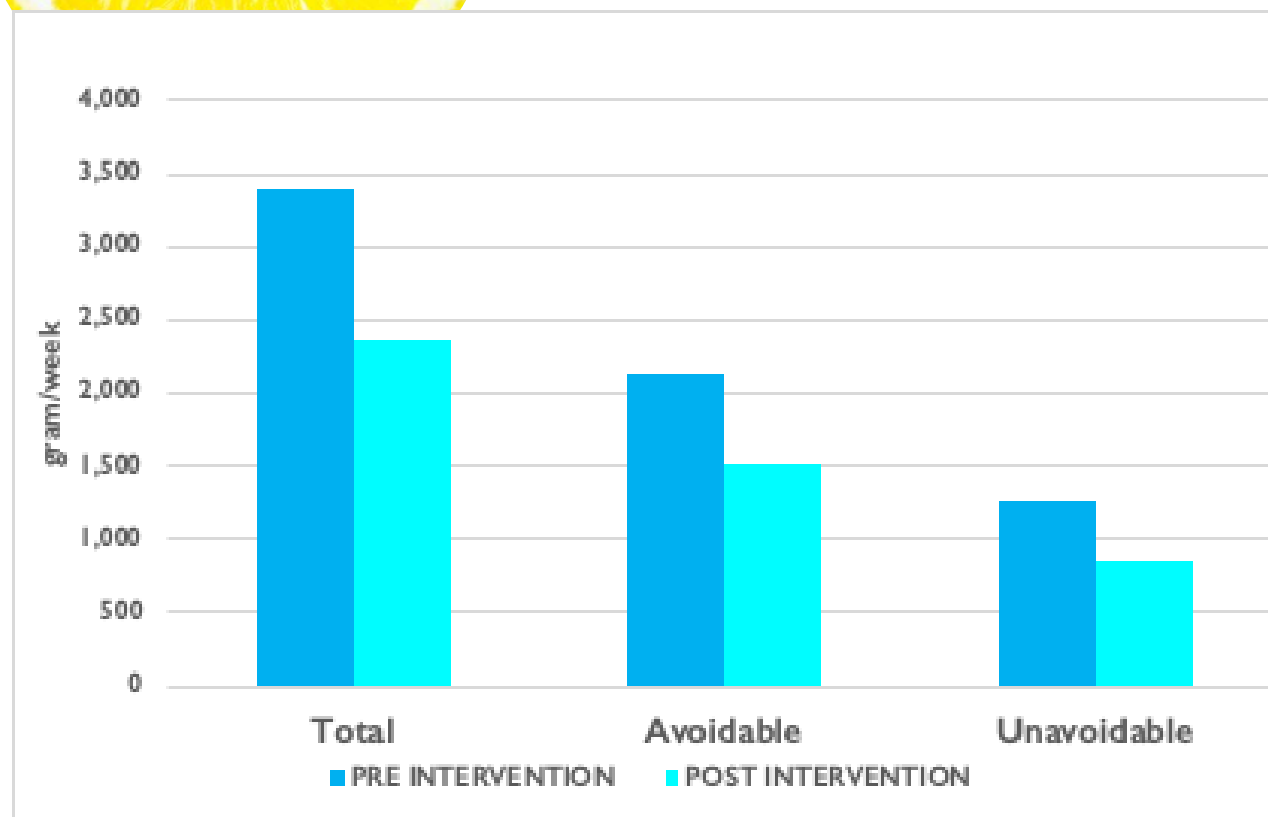
Hello
Please find your Household Food Waste
Reduction Toolkit.
Check inside the toolkit and at
www.foodwaste.ca for more details!





What we found

Treatment House Control Households



Treatment household food waste reduction significantly greater than control households.

31% decrease of total food waste

30% decrease of avoidable food waste

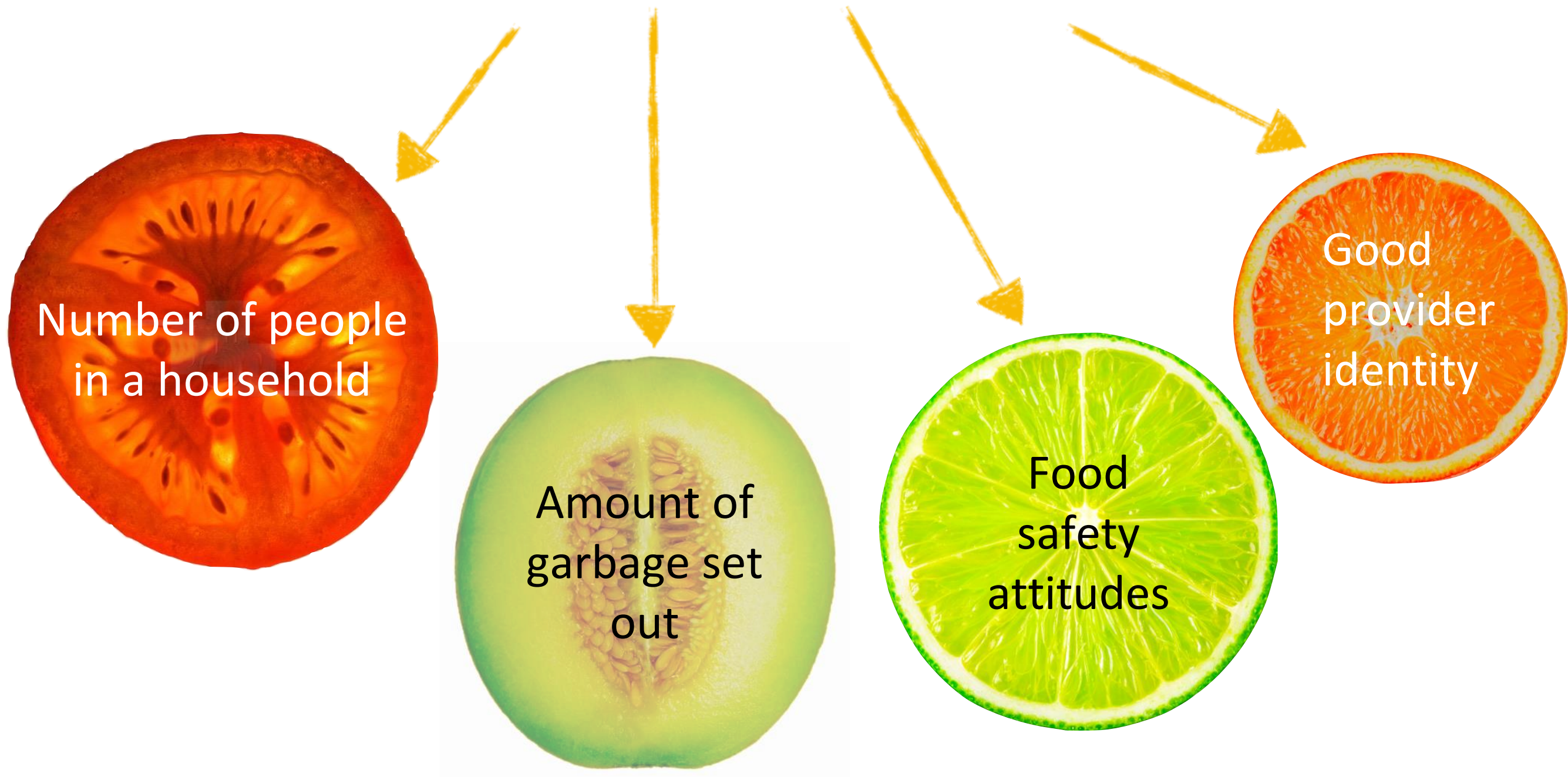
32% decrease in unavoidable food waste

Avoidable food waste decrease for all food waste types (17-56%)



What we found

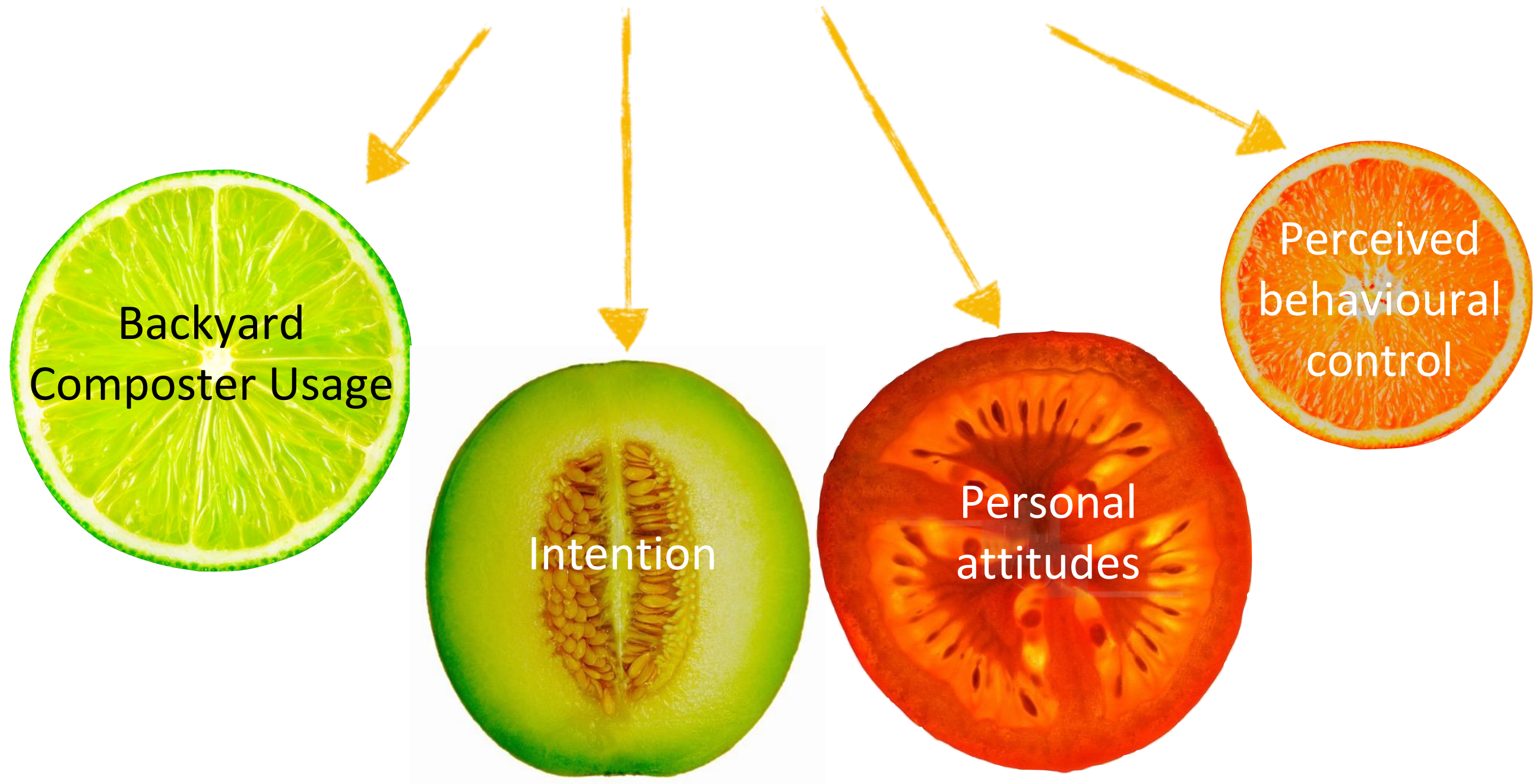
More avoidable food waste (treatment)



Correlations all significant at 0.05 level (2 tailed) or better

What we found

Less avoidable food waste (treatment)



Correlations all significant at 0.05 level (2 tailed) or better

Thank-you

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foodisfood.ca (blog)

@allfoodisfood (twitter)

van der Werf, P.; Gilliland, J.A. A systematic review of food losses and food waste generation in developed countries. *Proceedings of the Institution of Civil Engineers-Waste and Resource Management* **2017**, 1-12.

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