



U.S. Consumer Awareness, Attitudes, and Behaviors Related to Food Waste

Roni Neff, PhD MS

Assistant Professor, Environmental Health Sciences

Bloomberg School of Public Health

Director, Food System Sustainability Program

Johns Hopkins Center for a Livable Future

Coauthors: Marie Spiker, Patti Truant, Gayane Yenokyan

Note: Slides Omitted

I am not yet able to publish the slides from this research because it is under review with a peer reviewed journal. I am including the background slides, slides on consumer recommendations for retailers/restaurants, and my conclusions.

For more information, feel free to contact me:

Dr. Roni Neff, Rneff1@jhu.edu.

Thanks!

WIN-WASTE

Nutrition:

- Packaged
- Processed
- Unwanted

Food Security:

- Too much efficiency is risky

Food Safety:

- Just eat it
- Feeding animals to animals

WIN – WIN

Nutrition:

- Plan
- Right-size
- Canned
- Fewer options
- Recover nutrition

Food Security:

- Save \$
- Food recovery
- Avoid wasted resources, envtl damage
- Meet production gap

Food Safety:

- Awareness of real threats
- Proper storage

Conceptual:

- Same mental box

WIN-HEALTH

Nutrition:

- Buy more produce, display it

Food Security:

- Miss root causes

Food Safety:

- When in doubt, throw it out

- Food recalls

Conceptual:

- Freshness, beauty

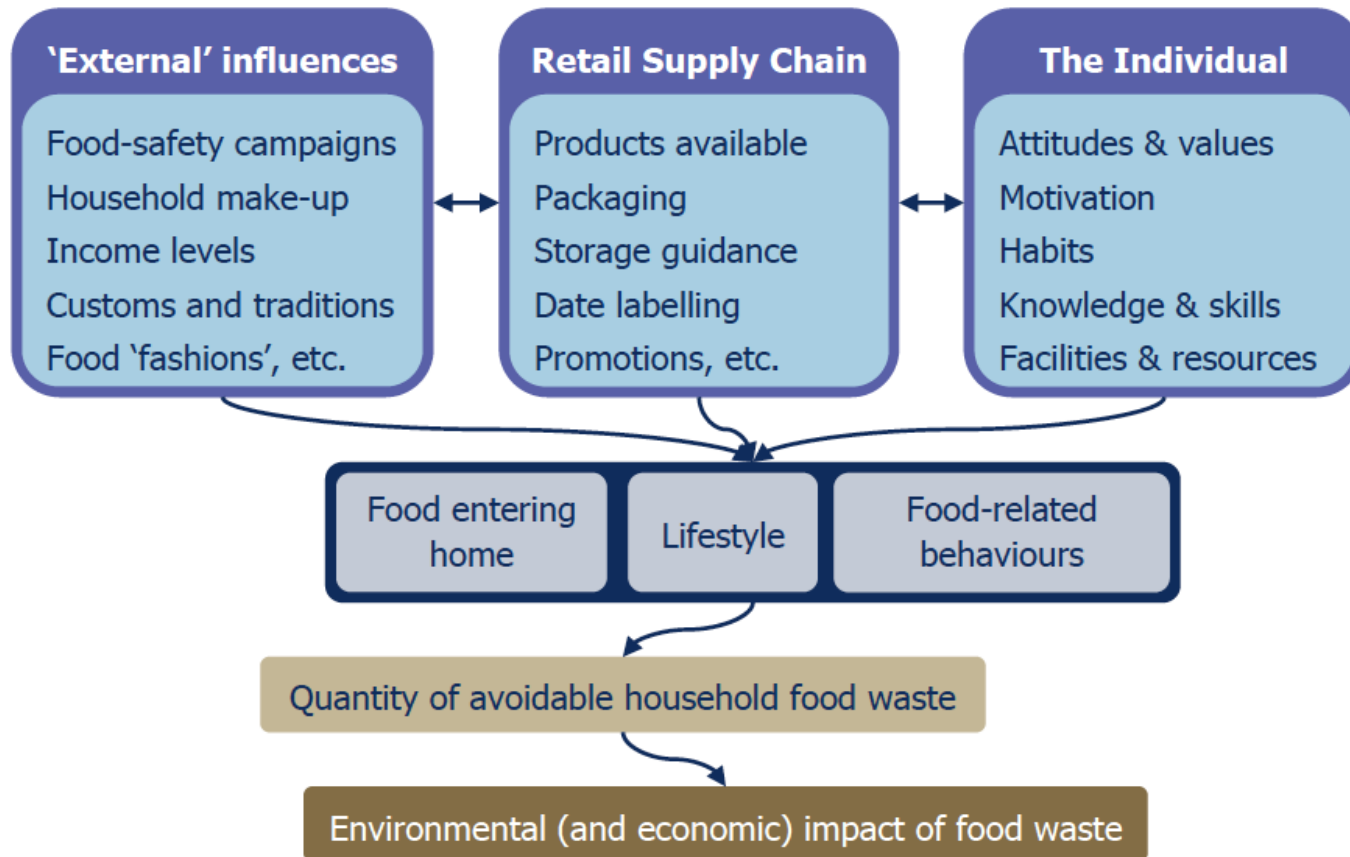


Rights Available from CartoonStock.com

"SO, THIS HUMPTY DUMPTY GUY FALLS OFF THE WALL AND I THINK, DANG, WHAT A WASTE..."

Brian Fray

Influences on the quantity of food wastes in the home



Food Waste Behaviors

- Behaviors complex, often private, habitual, often not temporally/conceptually linked to wastage

Influencing factors for a selection of food waste reducing behaviours.

Activity/behaviour	Potential influences
Planning meals in advance	Good communications within household Time available to plan Frequency of shopping Variability in food-related routines
Portioning rice and pasta	Knowledge of the correct amount Possessing measuring implements Social conventions around provisioning
Storing fruit in the fridge	Capacity in fridge Knowledge that fridge prolongs shelf life Encouraging consumption of fruit by making it visible (e.g. in bowl)

Other Surveys

COUNTRY	YEAR	AUTHORS
UK	2007-present, multiple	WRAP
Canada	2015	Parizeau et al
Italy	2014	Segre et al
Romania	2013	Stefan et al
Norway	2013	Hansen & Moller
US (questions in poll)	2013	Sustainable America
Finland	2012	Koivupuro et al
Australia (NSW)	2011	New South Wales
Australia (Victoria)	2011	Sustainable Victoria

Culture, society, food system, infrastructure, policy, geography...

Survey to Understand US Consumer Awareness, Attitudes, Behaviors

- Survey development
 - Reviewed domestic, international surveys
 - Input, review from colleagues; pilot test
- Representativeness of sample
 - GfK Knowledgeworks nationally representative online panel
 - Random recruitment, probability-based sampling
 - Post-stratification weights
- Survey – April 2014
 - N=1,010
 - 51% response rate



	Sample %	U.S. %
Age		
18-24	10	13
25-44	36	36
45-64	36	34
65 and older	18	17
Education		
< High school	11	12
High school	32	31
Some college	25	26
Bachelor's or higher	33	30
Gender		
Male	50	49
Female	50	51
Race		
White, non-Hispanic	75	63
Black, non-Hispanic	8	13
Other, non-Hispanic	4	7
Hispanic	10	17

Grocery shopping while full



Grocery shopping while hungry



What Industry Can Do

Change packaging

- More resealable packages: 57%
- Smaller package options: baked goods (39%), bread (38%), bagged salad (36%) meat (28%)



Kinds of sales

- Discount overripe/near expiration (48%)
- Buy one, get one later (48%)

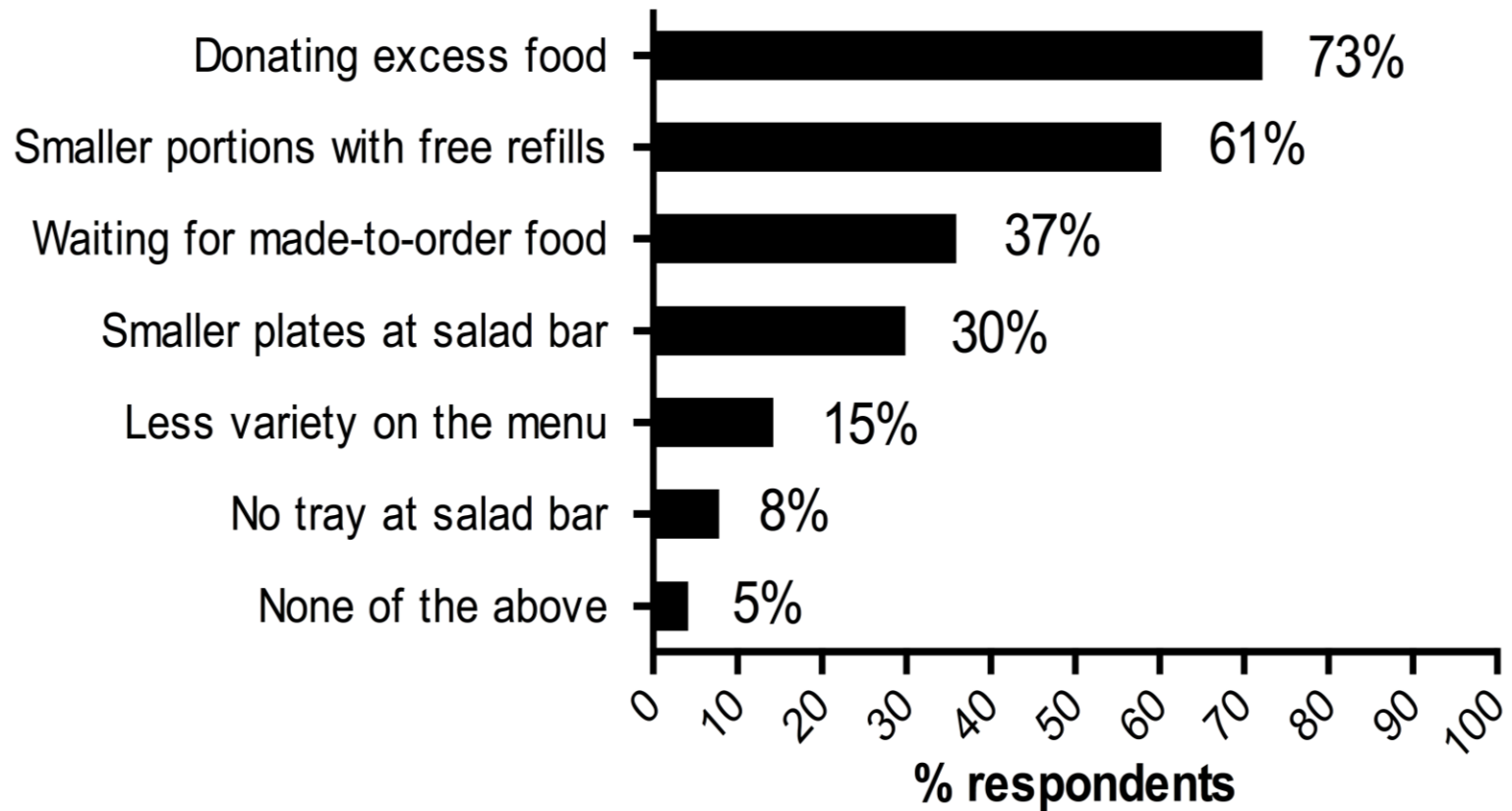
© Original Artist / Search ID : ksmn2611



Rights Available from CartoonStock.com

Kevin Smith (KES)

Accepted Restaurant Changes



Related Research Needs

- In-depth qualitative work on all of these questions
- Regular follow-up surveys to track change
- Food safety: how much is “justified”; guidance
- Identify ways to promote nutrition, freshness without increasing waste
- Testing consumer messages
- Testing the retail/restaurant interventions

Messages for Interventionists

1. Recognize existing awareness, concern, action
2. Key information, education gap on food safety
3. Public health, foodies: change messaging on freshness
4. Use budgets as entry point
 - Educate about environment as well
 - Positive messages playing to general attitudes about waste (esp setting example for children)
5. Behaviors. OK if not conceptually linked w waste

Messages for Interventionists - 2

6. Make it easy
7. Date labels – need nationally harmonized policy, education
8. Areas w composting programs – emphasize that prevention still priority
9. Opportunity - change consumer behavior via industry behavior
10. Audience segmentation
 - Campaigns targeted to families
11. Need more in-depth research; tracking

Thank you!

Roni Neff,
Rneff1@jhu.edu



Search ID: mban2992
“We’re having leftovers again. Don’t worry, I shaved off all the fuzzy parts. I’m going to knit you a sweater.”