



Australian household food waste

Focus group findings of attitudes to food waste

This research was commissioned by the Project Steering Group for the *Designing effective interventions to reduce household food waste* project. It is part of a four-year research project delivered through the Fight Food Waste Cooperative Research Centre.

Project Steering Group members are:



Government of South Australia
Green Industries SA



Authors

Dr Gamithri Gayana Karunasena (Central Queensland University)

Professor David Pearson (Central Queensland University)

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Level 1, Wine Innovation Central Building, Cnr Hartley Grove and Paratoo Road, URRBRAE SA 5064

enquiries@fightfoodwastecrc.com.au +61 8 8313 3564

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Report background:

“Designing effective interventions to reduce household food waste” is a Fight Food Waste CRC’s research project. The project reports will provide evidence-based insights covering food waste behaviours and attitudes of Australian households, quantification of perceived and actual household food waste, advice regarding priority segments, identification of global best practise interventions, household food waste reduction interventions for priority segments, messages for selected intervention and cost-effective methodologies for evaluating the impact of selected interventions.

How to read the reports in this series:

This report is one of six reports published in the series “Australian household food waste”. A summary of the implications and evidence to support these is provided in “A summary of behaviours, attitudes, perceived and actual food waste” whilst the other five reports provide detailed results. These being: “Survey findings of behaviours and perceived food waste”, “Electronic-diary findings of recorded food waste and disposal methods”, “Kerbside bin audit findings of actual food waste”, “Focus group findings of attitudes to food waste”, and “Choice model findings of food waste reduction interventions”.

Contents

LIST OF TABLES	II
LIST OF FIGURES.....	III
1. BACKGROUND	1
2. METHODOLOGY.....	3
3. FINDINGS	5
3.1 Key Findings.....	5
3.1. Contextual analysis	6
3.2. Context of managing food and its waste, including the role of capability	7
3.3. Structural factors that make effective food management complex	10
3.4 What food management habits develop?.....	14
3.5 What values are associated with food and its waste?	18
3.6 What social norms exist around food and food waste?	19
3.7 What food management habits are developed?	20
3.8 Appeal of various behaviour change ideas	22
4. DEVELOPING STRATEGIES TO REDUCE HOUSEHOLD FOOD WASTE	24
4.1. Model of Change	24
4.2. Evidence for developing the model of change	25
4.3. Facilitating changing behaviours	26
4.4. Household types and implications for food waste	26
4.5. Challenges for sustained behaviour change from the focus groups	27
5. DIRECTION FOR FUTURE RESEARCH.....	29
5.1 Key points on knowledge and expertise gaps	29
6. CONCLUSIONS	29
7. RECOMMENDATIONS	30

List of Tables

Table 1: Focus group methodology	4
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List of Figures

Figure 1: Research phases	2
Figure 2: The methodology for the whole project	2
Figure 3: Focus group key findings	6
Figure 4: Contextual Analysis.....	6
Figure 5: Who manages household food?	7
Figure 6: How Households are Different (part 1)	7
Figure 7: How households are different (part 2)	8
Figure 8: Quotes that Support the Finding that Households are Different.....	9
Figure 9: Structural factors that make effective food management complex	10
Figure 10: Characteristics associated with better food waste management – 1-5.....	10
Figure 11: Characteristics associated with better food waste management - 6-10	11
Figure 12: Characteristics associated with better food waste management - 11-16	11
Figure 13: Characteristics of high food wasters	12
Figure 14: Meals prepared in Australia	13
Figure 15: Food that typically gets wasted	13
Figure 16: Where food preparation is learned	14
Figure 17: Perceived causes of food waste	14
Figure 18: Contextual issues and positive and adverse habits relating to meal planning	15
Figure 19: Contextual issues and positive and adverse habits relating to shopping for food	15
Figure 20: Contextual issues and positive and adverse habits relating to meal planning	16
Figure 21: Contextual issues and positive and adverse habits relating to cooking.....	16
Figure 22: Contextual issues and positive and adverse habits relating to food storage.....	17
Figure 23: Contextual issues and positive and adverse habits relating to food disposal.....	17
Figure 24: Where are food management skills lacking?	18
Figure 25: Importance of food and values at play with food waste.....	18
Figure 26: Instinct & Reason's need map	19
Figure 27: Is food waste perceived as socially acceptable?	19
Figure 28: Improving food management skills using tools to help storing of food in fridge	20
Figure 29: Improving food management skills using better tools to get portions right	20
Figure 30: Improving food management skills by learning how to use leftover food better	21
Figure 31: Improving food management skills by getting better at checking fridge stock before shopping	21
Figure 32: Improving food management skills by using messaging	22
Figure 33: Barriers to change.....	22

Figure 34: Potential drivers of change.....	23
Figure 35: Strategies to encourage food waste reduction	23
Figure 36: Model of change to reduce household food waste	24
Figure 37: Evidence for developing the model of change to reduce food waste	25
Figure 38: Facilitating changing behaviours to reduce food waste.....	26
Figure 39: Household types and implications for food waste	26
Figure 40: Challenges for sustained behaviour change from the focus groups	28
Figure 41: Future research.....	29
Figure 42: Challenges from sustained behaviour change from the qualitative research	29

1. Background

This research sets the baseline for the quantity and value of food waste generated in Australian homes and how the amount of waste varies with the level of knowledge, attitudes, and behaviours around household food management. The research informs the Fight Food Waste Cooperative Research Centre (FFW CRC) and other interested parties of the composition of household food waste and where most food waste occurs.

The FFWCRC is tackling the problem of food waste by investing in research that reduces the amount of food wasted through the food value chain, transforms unavoidable waste into innovative high-value co-products, and engages with industry and consumers to deliver behavioural change. There are three programs under FFW CRC – REDUCE, TRANSFORM and ENGAGE. This research is an integral part of the ENGAGE program.

The key objective of FFWCRC ENGAGE program is to provide interventions designed to tackle consumers' food waste behaviour by:

1. benchmarking national food waste knowledge, awareness and behaviours in household food management and food waste to gain a deeper understanding of the causes
2. identifying key target audiences and unpacking the barriers and opportunities for them to adopt food waste avoidance behaviours
3. increasing knowledge and skills in household best practices related to food purchasing, storage, preparation and use of leftovers
4. providing support for institutional and inter-generational transfer of knowledge and skills in more efficient food planning, purchasing, preparation and consumption
5. providing a platform for increased knowledge and awareness of food wastage in business.

This report presents focus group findings from phase 5 of the research *Australian household food waste* (See figure 1 and Figure 2).

The online multi-phased study involved 4 research phases conducted with the same respondents. It started with a national survey of 2885 respondents who agreed to take part in all phases of the research. They had to complete the survey and, these same respondents, were recruited to undertake a 7-day E-Diary that coincided with their weekly bin collection. In the E-Diary they were asked to record all the food wasted from their home including food waste disposed of in the home (tipped down the drain, composted, fed to animals etc). A sub-set of these (495) had their bin physically audited for food waste which was weighed.

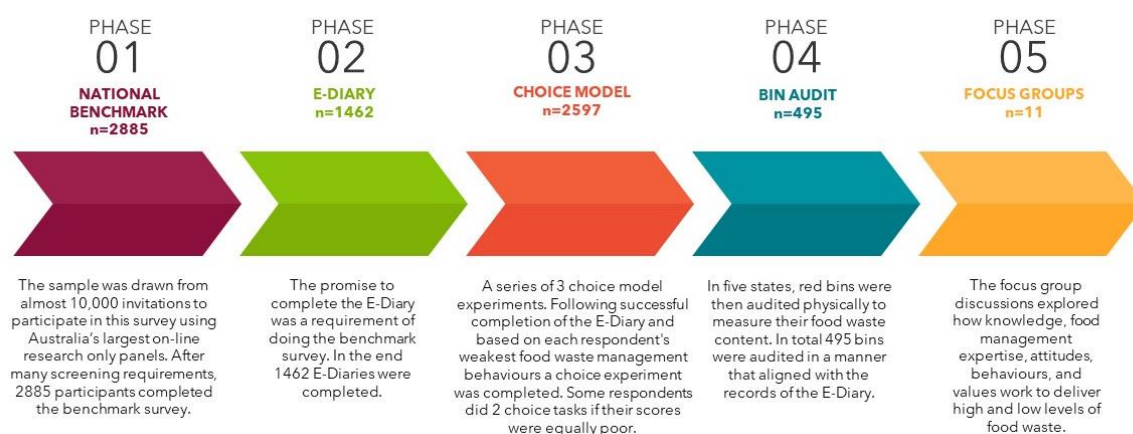


Figure 1: Research phases

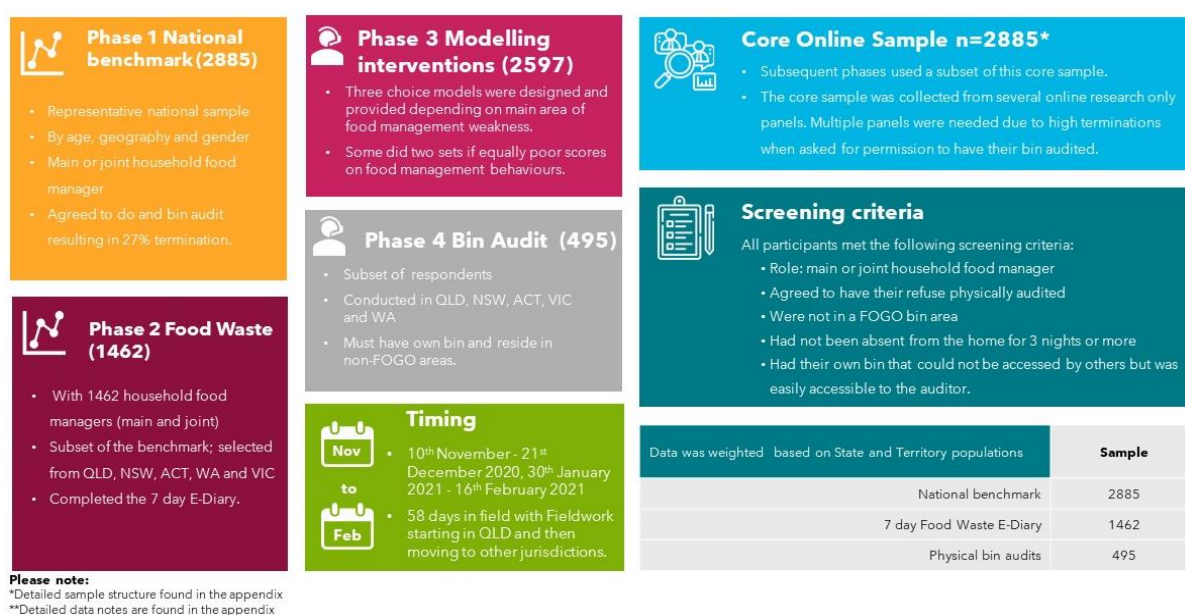


Figure 2: The methodology for the whole project

2. Methodology

The research involves 11 focus group discussions to better understand causes of food waste, establish differences in behaviours between household types that lead to greater or less food waste, determine how levels of knowledge, skills and experience in managing food in the household impact food waste, and finally, explore lifestyles (the interactive effects of others in the households on food waste).

2.1. Objectives and Timing

Objectives of the focus group discussions:

- To better understand causes of food waste
- To establish differences in behaviours between household types that lead to greater or less food waste
- To determine levels of knowledge, skills and experience in managing food in the household
- To explore lifestyles (the interactive effects of others in the households on food waste)

Timing:

- 10th February – 5th March 2021 – 11 virtual focus group discussions


2.2. Screening Criteria

All participants met the following screening criteria:

- **Completed phase 1:** the benchmark survey and an electronic food diary
- Agreed to be contacted to participate in qualitative research
- **Joint or main household food manager:** determined by benchmark survey responses, responsible for at least 3 or 5 household food management activities
- **Location:** lives in Australia

2.3. Methodology

Table 1: Focus group methodology

 Method					
	Household food management	Segment	State	Age	Food waste per capita
Group 1	Mainly responsible	Above average household income	Mixed ACT, NSW, VIC	Mixed 35-74	High
Group 2	Jointly responsible	Low food wasters	Mixed QLD, NSW, VIC	Mixed 25-74	Low
Group 3	Jointly responsible	Under 35 years old	Mixed QLD, NSW	Mixed 25-34	High
Group 4	Mainly responsible	Low in household food management skills	Mixed ACT, QLD, NSW, VIC	Mixed 55-64	Low
Group 5	Mainly responsible	Young family (Children mostly <17)	Mixed NSW, VIC, WA	Mixed 35-54	High
Group 6	Mainly responsible	Under 35 years old	Mixed NSW, VIC	Mixed 25-34	High
Group 7	Jointly responsible	Low in household food management skills	Mixed ACT, QLD, NSW, VIC	Mixed 25-74	High
Group 8	Jointly responsible	Young family (Children mostly <17)	Mixed QLD, NSW, SA, VIC	Mixed 25-54	High
Group 9	Mainly responsible	Low food wasters	Mixed QLD, SA, VIC, WA	Mixed 25-74	Low
Group 10	Jointly responsible	Above average household income	Mixed ACT, NSW, TAS, VIC	Mixed 35-64	High
Group 11	Mainly and jointly responsible	Under 35 years old	Mixed NSW	25-34	High and low

2.4. Approach to the design of the qualitative research

In 8 of the focus groups, participants came from households reporting above average per person food waste while 3 were low wasters of food.

Household food management responsibilities

The qualitative study revealed that 54% of the sample completing the benchmark were main food managers responsible for all the activities to do with food management from planning, shopping, storing preparing food and disposing of food. 46% were responsible for some of these activities. It was decided to explore the differences, so 5 focus groups were with main food managers and 5 with joint food managers.

Lifestyle and working arrangements

The qualitative study revealed a number of correlations with high levels of food waste. Namely:

- Wealth – coming from above average household incomes
- Families with children under 17 years of age - busy families
- Under 35 year olds

2 groups were conducted with lower food wasters, in the hope of learning how this outcome was achieved, and 2 groups with people who scored low on food management skills in the benchmarking study.

3. Findings

3.1 Key Findings

Many factors contribute to food not being eaten. Starting with a widespread attitude that there isn't a personal food waste problem, structural realities of life that make food management challenging (such as affordability and competing priorities that make food management a low order issue), lack of knowledge about food and how to repurpose and use ingredients, lack of cooperation between household members to minimise food waste, lack of food management expertise, entrenched attitudes that undermine food waste prevention (e.g. it is always better to have too much than too little in the fridge and on the table), behaviours that increase the risk of food being wasted (both conscious and unconscious [habits]), and finally, values that discount the environment and prioritise individual rights and preferences over all else.

Another important contributing factor to food waste and to the lack of awareness of the food waste issue is the widely held belief that the only issue is when food waste is sent to landfill. This has led to the strong position that composting is virtuous and hence there is little awareness of all the effort embedded in the food being lost. If unaddressed this could lead to adverse outcomes for the FOGO (food organics garden organics) bin introductions. People feel they are doing the right thing by disposing of food (either composting at home or in a FOGO bin) rather than addressing the root issue of eating all the food they buy and hence not wasting any of it.

Figure 3 summarises the key findings from this study.



Figure 3: Focus group key findings

3.1. Contextual analysis



Figure 4: Contextual Analysis

3.2.Context of managing food and its waste, including the role of capability

3.2.1 Who manages household food?

Food is important – it meets important needs for people; more than “food for fuel”; making food waste a secondary issue.

Nutrition	<ul style="list-style-type: none"> Body image ... working out ... some people count all the calories they eat to manage their body shape and self image
Spending time with others	<ul style="list-style-type: none"> Many felt that food (sharing of it) creates time spent with important others It is a social experience as much as a food consumption experience This issue is the food is a backdrop to the more important goal of socialisation time Making food that meets this need is more important than being careful with waste
Cultural	<ul style="list-style-type: none"> “Food is important to our culture” There are traditional ways of making it [that need to be adhered to] Again, meeting cultural requirements overrides the need to minimise food waste
Food - eating and preparing is enjoyable	<ul style="list-style-type: none"> Some people love food ... the planning, preparing, consuming of it, as well as exploring different food cultures, recipes and ingredients. For some it is their hobby Again, the enjoyment overrides the need to be careful with food waste
Simply for survival	<ul style="list-style-type: none"> For a few people food was simply a matter of survival They are habitual in planning, storing, preparing and eating food This means a simple approach to food, few mistakes and usually low food waste

Figure 5: Who manages household food?

3.2.2 Households are different

They ...	Or they ...
Are constrained by time	Have all the time in the world
Hate managing, preparing food	Enjoy managing and preparing food
Make food spontaneously	Are highly planned
Shop daily/or as needed	Do one large shop
Have abundance of food in the fridge/larder etc	Have little/no food in the fridge/larder etc
Eat a variety of meals all the time	Eat the same meals all the time
Have special food requirements	Do not have special food requirements
Crave variety in food and demand that need is met	Crave consistency in food and demand that need is met
Household members with complex food tastes	Households with simple food tastes
Plate up with large quantities	Plate up small quantities or let people serve themselves
Adventurous with food	Stuck to the known recipes and food

Figure 6: How Households are Different (part 1)

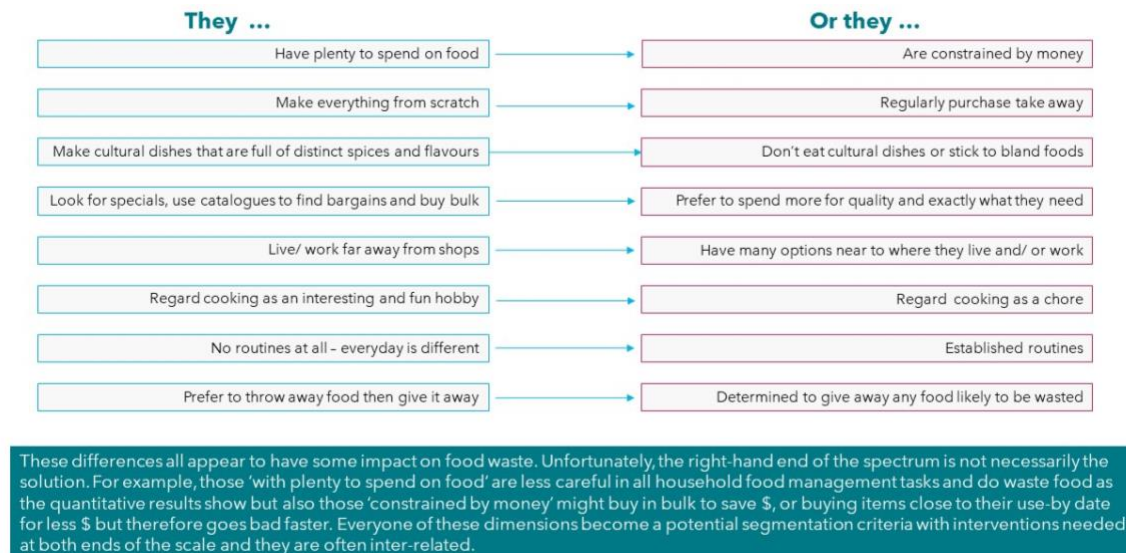


Figure 7: How households are different (part 2)

Figure 8 below provides quotes from the focus groups to supporting above claims.



Figure 8: Quotes that Support the Finding that Households are Different

3.3. Structural factors that make effective food management complex

3.3.1 Structural factors that make effective food management complex



Figure 9: Structural factors that make effective food management complex

3.3.2 Characteristics associated with better food waste management

Figures 10 to 12 identify 16 characteristics associated with better food waste management.

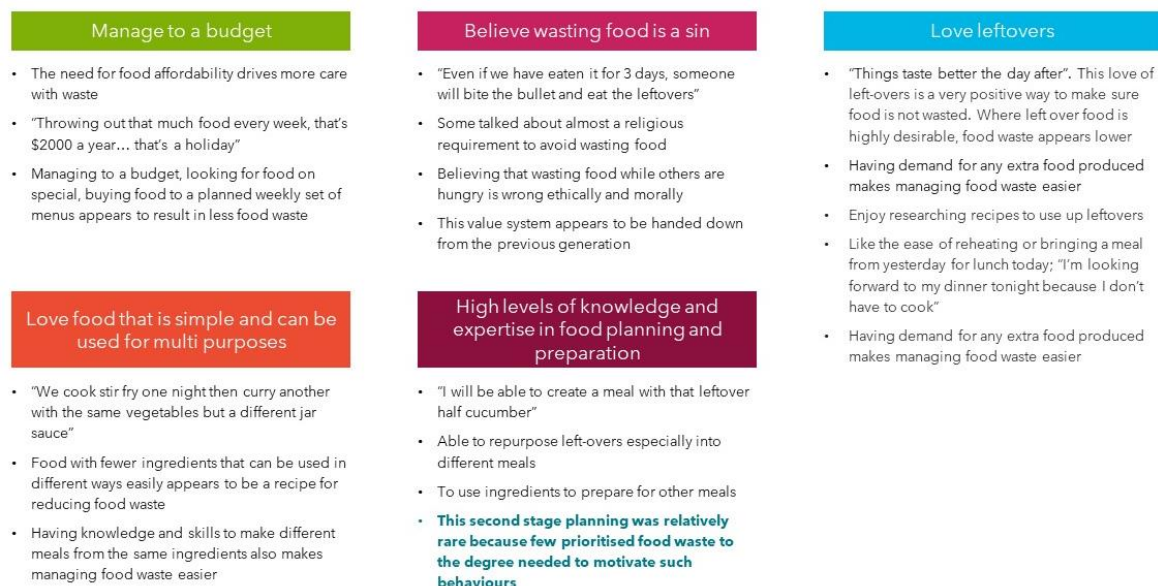


Figure 10: Characteristics associated with better food waste management – 1-5



Figure 11: Characteristics associated with better food waste management - 6-10

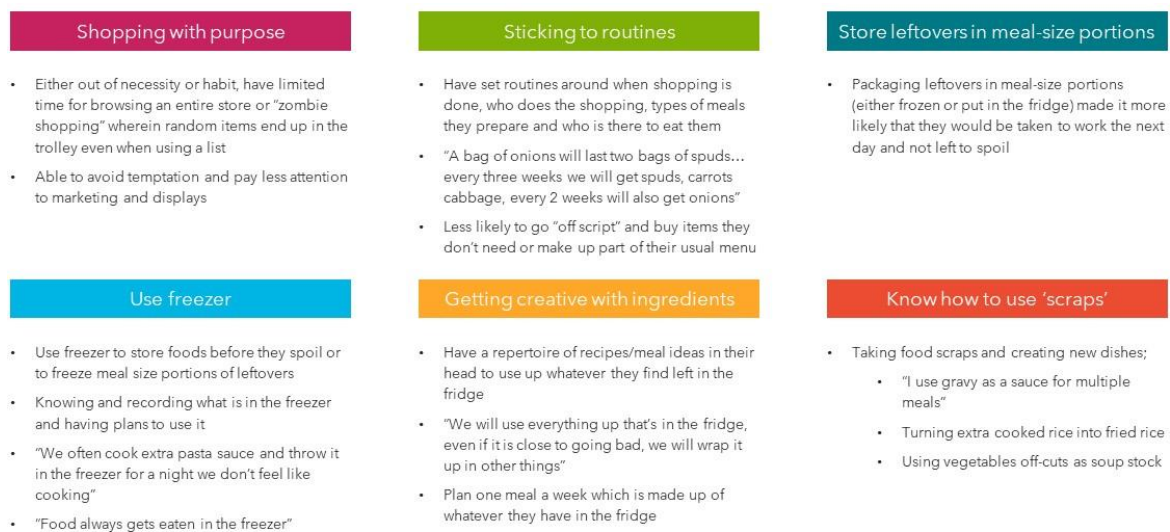


Figure 12: Characteristics associated with better food waste management - 11-16

3.3.3 Characteristics of high food wasters

Figure 13 identifies 11 characteristics associated with high food wasters.

<p>Do not manage to a budget</p> <ul style="list-style-type: none"> • High likelihood of extra items making their way into the trolley • Low awareness of the true cost of waste (and low interest as they don't have a budget for food they do consume) 	<p>Believe wasting food is part of life and is not prioritised</p> <ul style="list-style-type: none"> • "It [food waste] is a small thing not worth worrying about" • "some people think we are a small part of a much bigger issue, so care factor is low" • "we can't avoid it so we can't blame people" • "if it's bruised, we have to chuck it" 	<p>Hate leftovers</p> <ul style="list-style-type: none"> • "My husband calls them WIFO ... 'what is left over', and he won't touch leftovers" • "we host a lot of BBQs and anything cooked that way has to go in the bin. It's gross to reheat it"
<p>Disorganised/ lazy</p> <ul style="list-style-type: none"> • Blame purchase of double-ups on having more than one person managing the list • Visualise fridge or pantry while at shops rather than physically taking stock and making a list 	<p>Lacking food skills/expertise and disinterested in building them</p> <ul style="list-style-type: none"> • Lack knowledge on appropriate portion sizes, measurements of ingredients to make a dish, ways to make use of ingredients beyond the dish they are purchased for, unsure of how to keep leftovers fresh 	
<p>Want food variety ... immediately</p> <ul style="list-style-type: none"> • So they want the food they feel like, not what was planned for • Seeking instant gratification of food preferences • Will opt to go out for a meal to satisfy a craving rather than using what is at home 	<p>Love cooking different food, using recipes</p> <ul style="list-style-type: none"> • Use lots of recipes calling for different and not commonly-used foods • See cooking interesting meals as a health and fun hobby - waste is a by-product of their hobby 	<p>Don't make lists or stick to them</p> <ul style="list-style-type: none"> • Some people make lists and stick to them while many do not • The 'no list' people sometimes say they keep a mental list
<p>Don't know what is in the fridge</p> <ul style="list-style-type: none"> • Many household food managers believe they can remember what's in the fridge although they probably don't really know for sure • Because they think they know they don't look. It leads to errors on shopping 	<p>Don't know what they plan to eat in the coming week</p> <ul style="list-style-type: none"> • Only a minority have a detailed plan for the week's meals - they want to see what they feel like on the day and cook what everyone wants • This is a crucial attitude that leads to high risk of food waste 	<p>Believe composting negates food waste</p> <ul style="list-style-type: none"> • "It's ok for fruit and veg to go back into the earth" • "We would have less waste if our Council supplied FOGO bins"

Figure 13: Characteristics of high food wasters

3.3.4 What kind of meals are prepared in Australia?

Australian meal types can be classified as follows:

Australian staples <ul style="list-style-type: none"> • Meat and three vegetables remains a key staple • It includes roasts, steaks, BBQs, corned beef, casseroles, soup • Stir-fries and simple pasta meals (Spaghetti Bolognese) are increasingly regarded as staples 	Convenience meals <ul style="list-style-type: none"> • Convenience meals range from hamburgers, tacos, pasta meals, meat pies, frozen meals • Convenience also includes the single meals • But also covers takeaways 	Culturally inspired meals <ul style="list-style-type: none"> • The key culturally driven meals come from cultures that include Greek, Italian, Lebanese, Indian, Malaysian, Chinese, Korean, Thai, Indonesian and probably many more • They are traditionally prepared and often require skills passed on from parents and grandparents, or specific recipes • Dishes require specific spices and unique fruits and vegetables
One pot meals - simple <ul style="list-style-type: none"> • Core set of ingredients, easy "go-to" meals that can be thrown together quickly and satisfy a range of tastes in the household 	Other prepared meals <ul style="list-style-type: none"> • These can include recipe meal kits such as Hello Fresh that come with the required ingredients already measured out • Frozen/packaged meals from a supermarket, or easy meals like cook the pasta and pour a jar of sauce over it 	Gourmet meals <ul style="list-style-type: none"> • Many Australians are becoming more adventurous in their cuisine and are trying to cook a wide range of culinary pleasures • These are characterised by research, planning, recipes, need for special ingredients and new ways for cooking

Figure 14: Meals prepared in Australia

Food that typically gets wasted includes:

WASTED FOOD	WAYS OF AVOIDING WASTE
✓ Fruit - buying too much and it spoils	✗ Turn the fruit into a smoothie
✓ Bread - buying a loaf that doesn't get eaten	✗ Slice or cut the loaf of bread in half and freeze half; or freeze what's left at the end of the day
✓ Sauces made for a meal (often get wasted)	✗ Putting left over meals in single portion containers encourages use the next day
✓ Cheese goes hard	✗ Preparing doggie-bags for guests to use the leftover food at dinner parties and parties
✓ Milk and other dairy goes off	✗ Research other recipes to use vegetables and spices purchased for other meals
✓ Specific vegetables required only for one recipe that are not used in any other dishes	
✓ Spices that come in large quantities but are used in small amounts in dishes	

Figure 15: Food that typically gets wasted

3.3.5 How are food management skills developed?

Where is food preparation learned? Preparing oneself to manage food appears to be a very ad-hoc process.

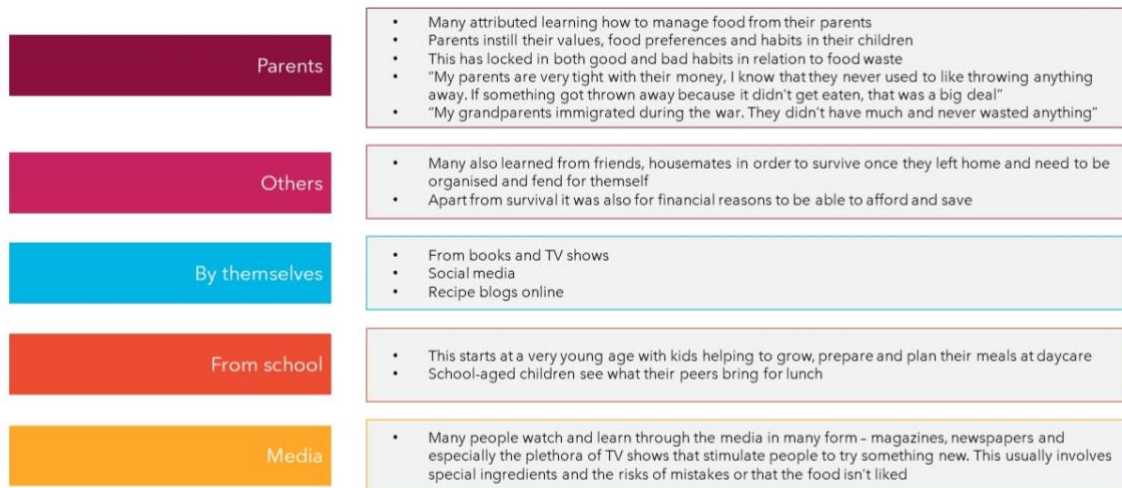


Figure 16: Where food preparation is learned

3.4 What food management habits develop?

3.4.1 What cases leftover food, and what foods are left uneaten?

The perceived causes of food waste are:



Figure 17: Perceived causes of food waste

3.4.2 Food management skills

3.4.2.1 Meal planning

Figure 18 summarises the contextual issues and positive and adverse habit relating to meal planning.

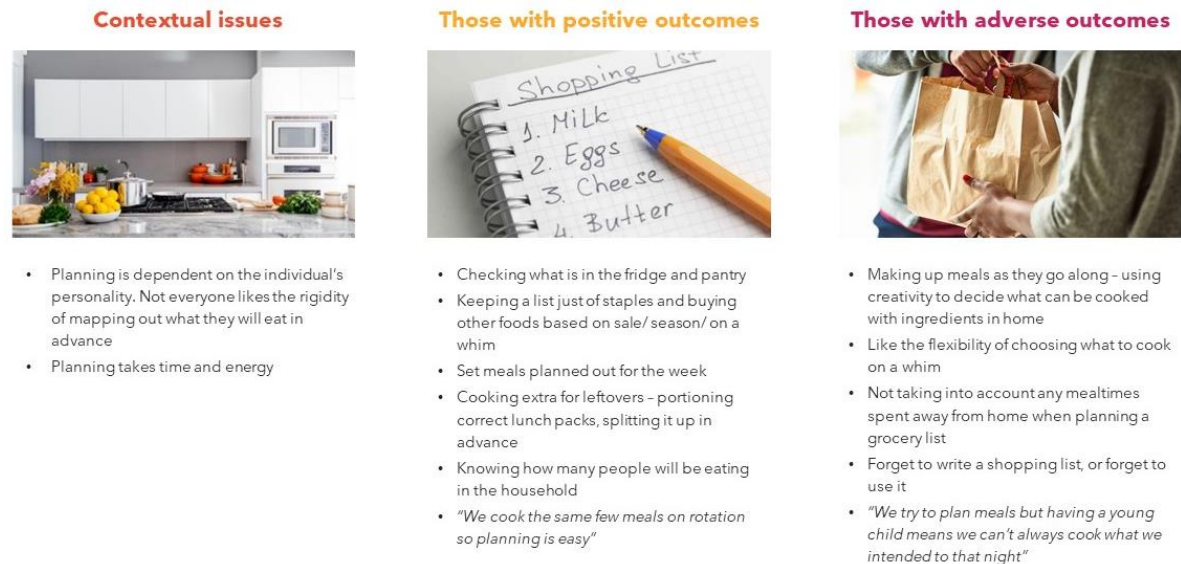


Figure 18: Contextual issues and positive and adverse habits relating to meal planning

3.4.2.2 Shopping for food

Figure 19 summarises the contextual issues and positive and adverse habits relating to shopping for food.



Figure 19: Contextual issues and positive and adverse habits relating to shopping for food

3.4.2.3 Food preparation

Figure 20 summarises the contextual issues and positive and adverse habits relating to meal planning.



Figure 20: Contextual issues and positive and adverse habits relating to meal planning

3.4.2.4 Cooking

Figure 21 summarises the contextual issues and positive and adverse habits relating to cooking.



Figure 21: Contextual issues and positive and adverse habits relating to cooking

3.4.2.5 Storage

Figure 22 summarises the contextual issues and positive and adverse habits relating to food storage.

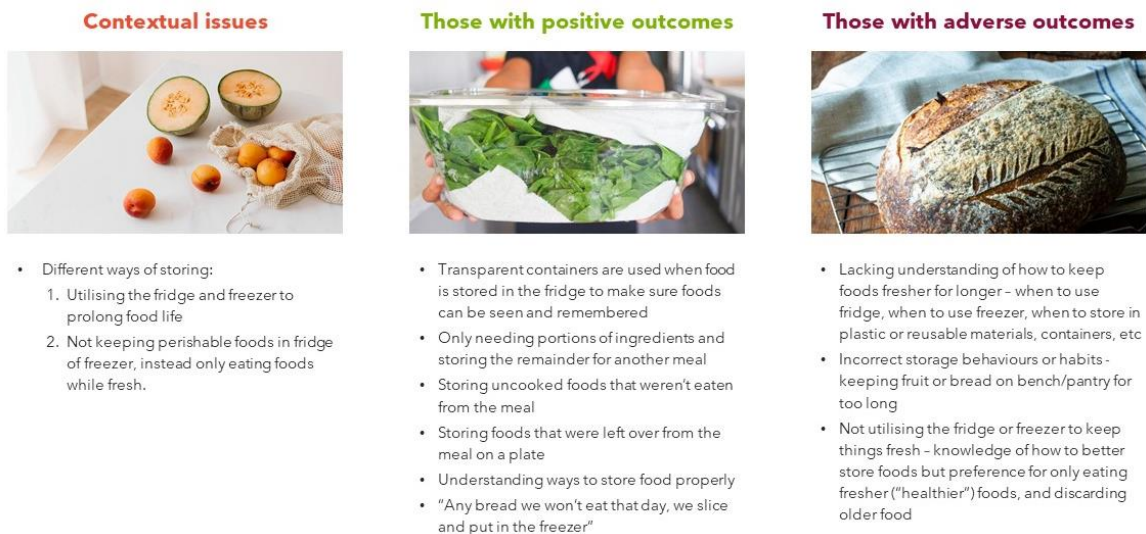


Figure 22: Contextual issues and positive and adverse habits relating to food storage

3.4.2.6 Food disposal

Figure 23 summarises the contextual issues and positive and adverse habits relating to food disposal.



Figure 23: Contextual issues and positive and adverse habits relating to food disposal

3.4.3 Where are food management skills lacking?



Figure 24: Where are food management skills lacking?

3.5 What values are associated with food and its waste?

3.5.1 How important is food? What values are at play with food waste?



Figure 25: Importance of food and values at play with food waste

3.5.2 Instinct & Reason's need map

16 archetypes

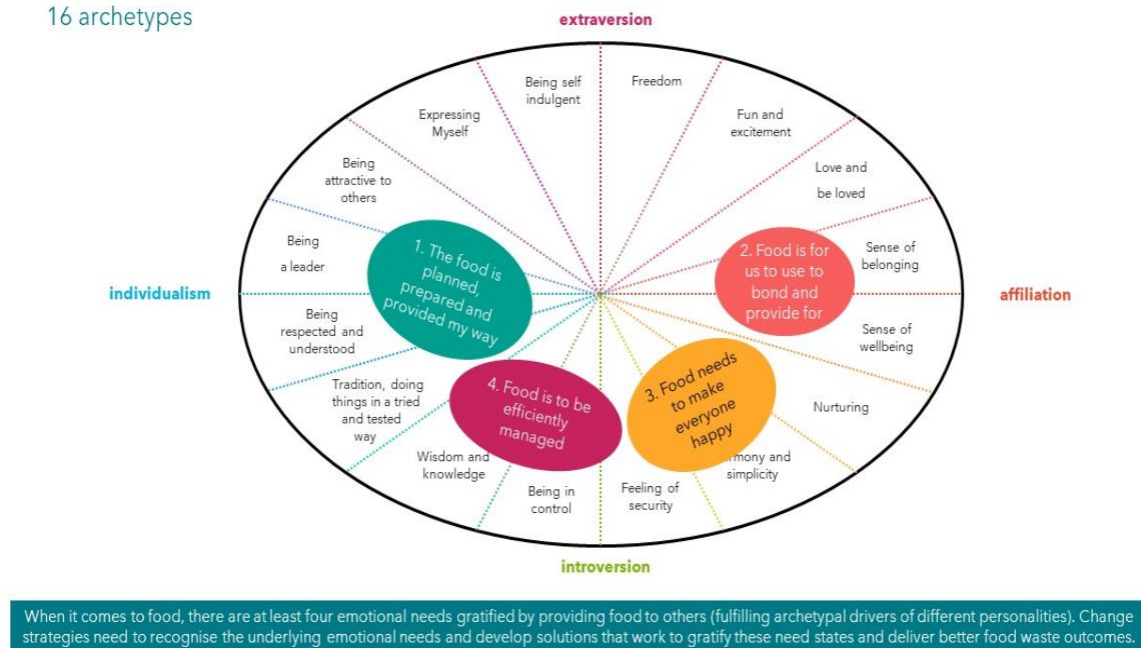


Figure 26: Instinct & Reason's need map

3.6 What social norms exist around food and food waste?

3.6.1 Is food waste perceived as socially acceptable?

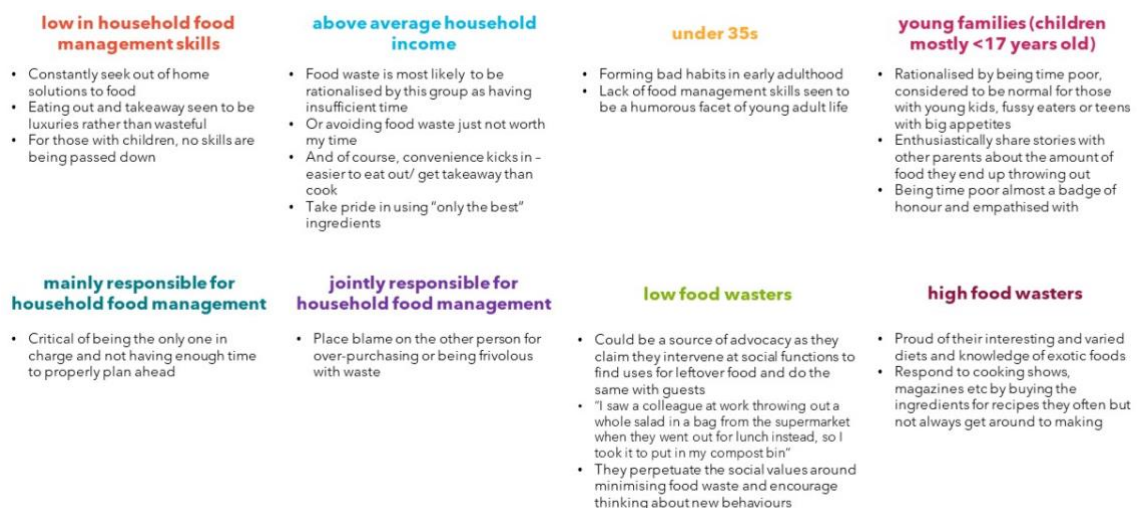


Figure 27: Is food waste perceived as socially acceptable?

3.7 What food management habits are developed?

3.7.1 What might influence Australians to reduce food waste?

3.7.1.1 Improving food management skills using tools to help storing of food in fridge

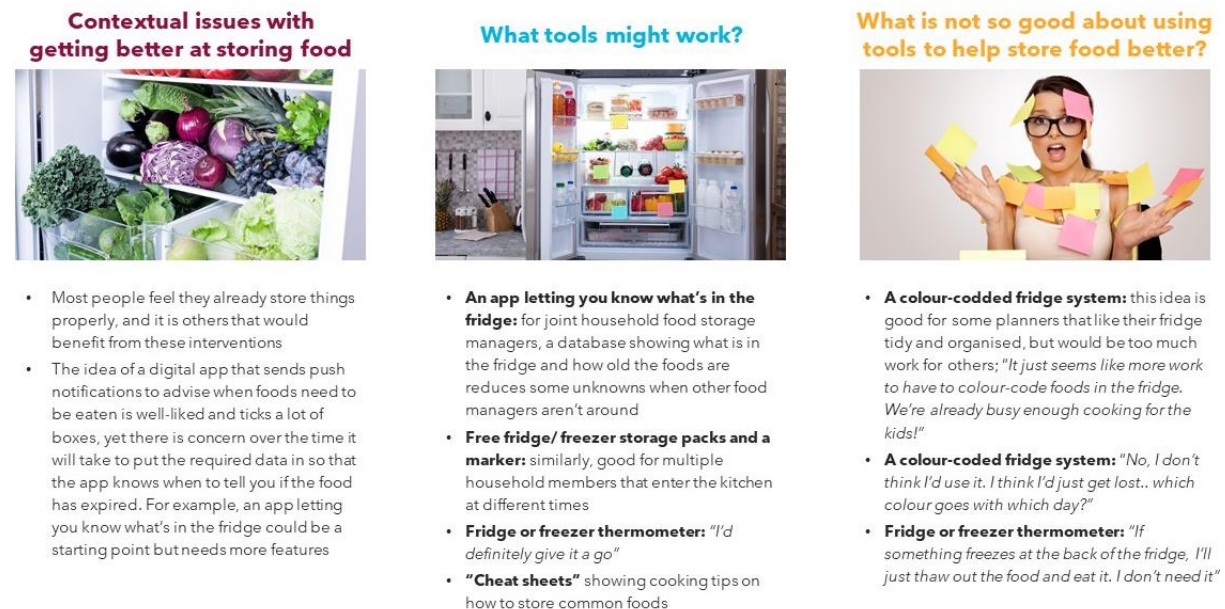


Figure 28: Improving food management skills using tools to help storing of food in fridge

3.7.1.2 Improving food management skills using better tools to get portions right



Figure 29: Improving food management skills using better tools to get portions right

3.7.1.3 Improving food management skills by learning how to use leftover food better

Contextual issues with learning how to use leftover food better



- Some people enjoy eating leftovers
- Other people do not enjoy leftovers
- Leftover foods that get wasted include:
 1. Uneaten portions of cooked meals
 2. Small portions of raw ingredients not used from an earlier meal
 3. Food brought home in lunchboxes

What tools might work?



- **An app that suggests planning meals with ingredients to be used in more than one meal:** The idea of learning what to do with leftovers was well-liked
- **An app that tells you what recipes you can make out of leftovers:** Similar to the first app, providing creative recipes to try new foods and cuisines can refresh leftovers and make them interesting again
- **On supermarkets offering recipes:** "If I could cook once for the next three days, but there be three different meals, that would be great"
- **Free cooking courses to learn how to use leftovers**

What is not so easy about teaching people about leftovers



- "Don't leftovers lose nutritional value?"
- **An app that suggests planning meals with ingredients to be used in more than one meal:** "It sounds good in theory, but I probably wouldn't use it"
- Some people were sceptical of technology, but would be open to fact sheets if the supermarkets provided them, or tips on social media

Figure 30: Improving food management skills by learning how to use leftover food better

3.7.1.4 Improving food management skills by getting better at checking fridge stock before shopping

Contextual issues with tools to check the fridge



- Costs can be a barrier for some users not wanting to invest in expensive technology such as a smart fridge that tells you what is inside

What tools might work?



- **Digital apps** mean multiple family members can check in real-time and avoid buying the same foods
- Encouraging simple **paper shopping lists:** "The kids know when we run low, it goes on a bit of paper. It's our shopping list, I know what to get when I go shopping. I like the old pen and paper, I'm old fashioned"
- "I'd love it, it would definitely assist with me. I'm a planner."

What is not so good about tools to check the fridge?



- **An app that tells you what recipes you can make out of leftover ingredients:** "We just bought the new Samsung Family Hub. I can actually go on my phone and see what we have in our fridge. It's a great novelty, but I only used it that first week we had it... I can do my online shopping with Woolies at the fridge, everything is online... it has all these great gadgets... recipe menus... but I just haven't had time!"
- "If I did actually have 30 or 40 items in the fridge, I doubt I'd have time to enter them one by one"

Figure 31: Improving food management skills by getting better at checking fridge stock before shopping

3.7.1.5 Improving food management skills using messaging



Figure 32: Improving food management skills by using messaging

3.8 Appeal of various behaviour change ideas

3.8.1 Interest in and opportunities to reduce food being thrown away

3.8.1.1 What are the barriers to change?

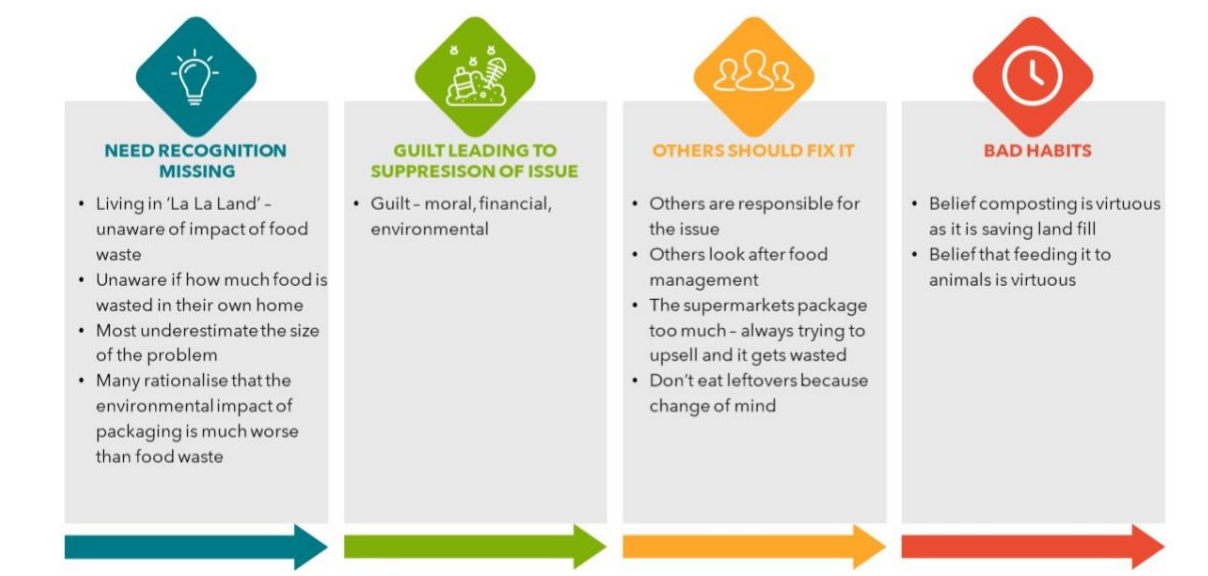


Figure 33: Barriers to change

3.8.1.2 What are the potential drivers of change?



Figure 34: Potential drivers of change

3.8.1.3 Strategies to encourage food waste reduction



Figure 35: Strategies to encourage food waste reduction

4. Developing strategies to reduce household food waste

4.1. Model of Change

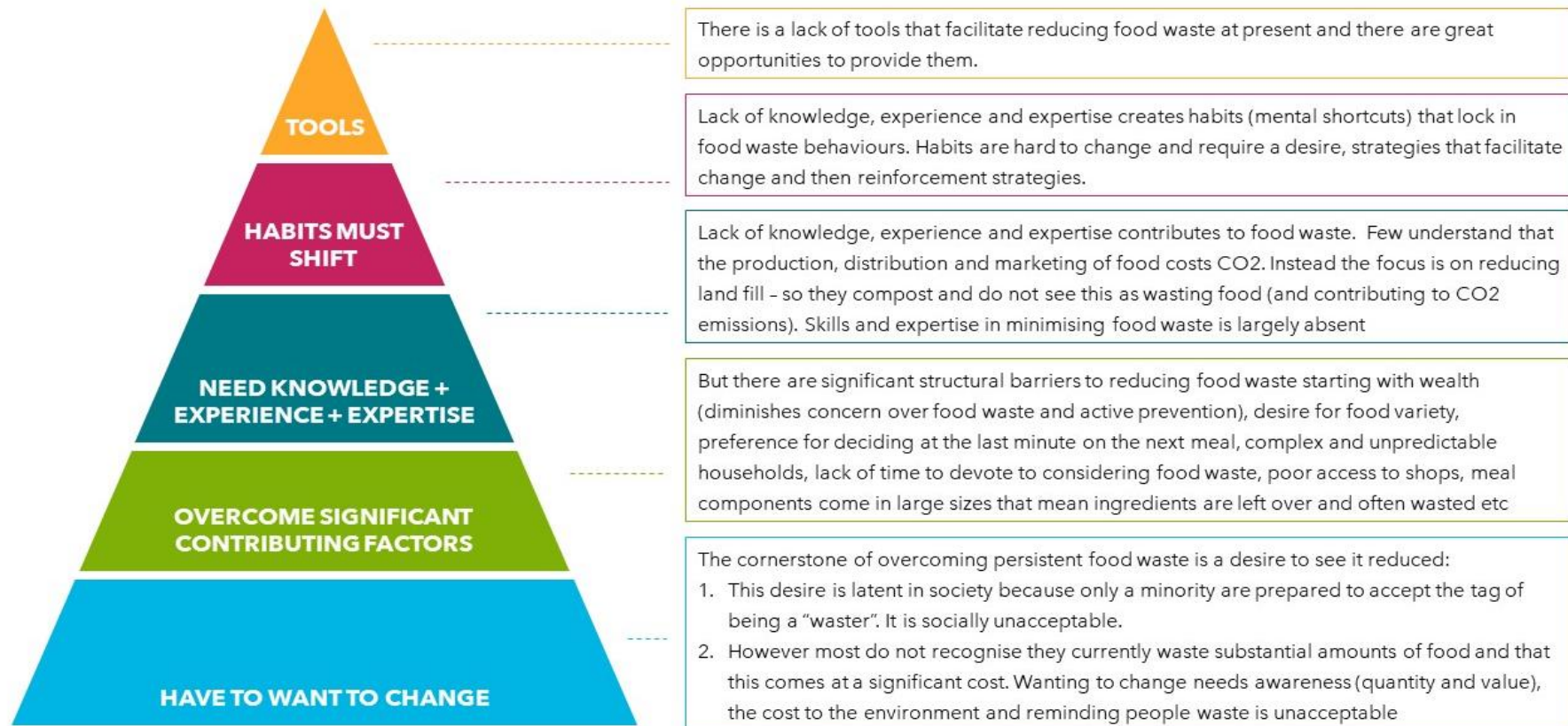


Figure 36: Model of change to reduce household food waste

4.2. Evidence for developing the model of change



Figure 37: Evidence for developing the model of change to reduce food waste

4.3. Facilitating changing behaviours

Once motivated, it's about facilitating changing behaviours.



Figure 38: Facilitating changing behaviours to reduce food waste

4.4. Household types and implications for food waste

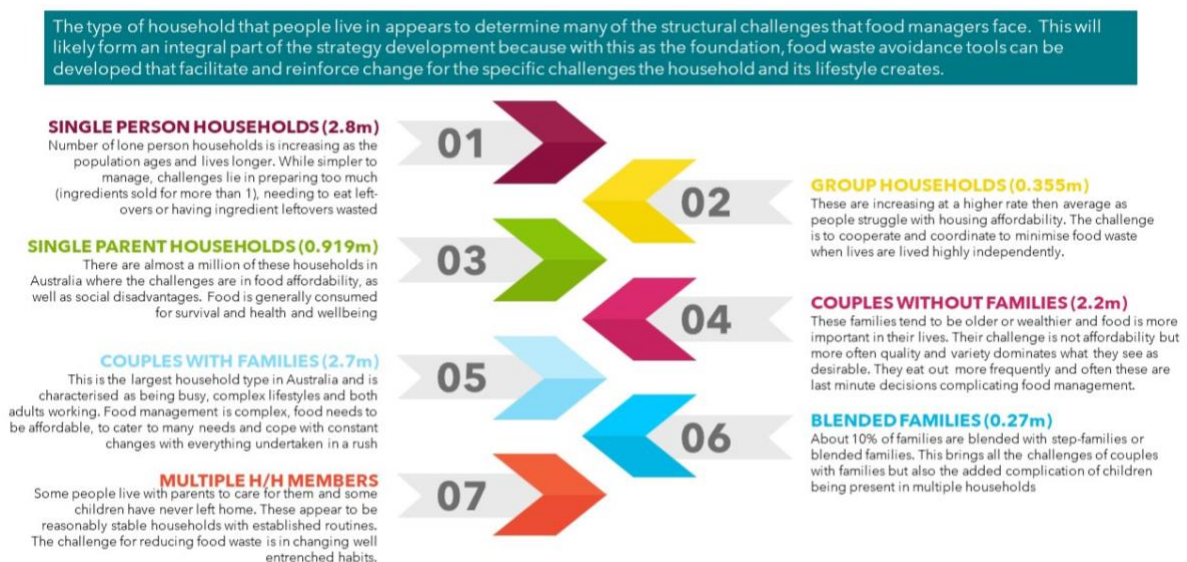


Figure 39: Household types and implications for food waste

4.5. Challenges for sustained behaviour change from the focus groups

In comparison to the survey findings (refer “Survey findings of behaviours and perceived food waste”), similar challenges for sustained behaviour change were derived from the focus groups.

KNOWLEDGE NEEDED

- Lack of knowledge of cooking
- Lack of knowledge about food storage
- Lack of knowledge of when food is unsafe to eat
- Lack of storage containers and knowing how and why to label
- Lack of knowledge that food waste causes CO2 emissions, and wastage of water
- No understanding of food miles vs composting and the respective impacts on carbon emissions

ATTITUDES TO ALTER

- Consciously trying to avoid food waste
- Won't freeze food so need to encourage freezing
- Won't eat leftovers so need to encourage eating leftovers
- Throw food out rather than risk eating something past the best by date without any inspection
- Don't buy food just in case
- Encourage people to finish their meal

SKILLS & HABITS TO ENCOURAGE

- Checking what food is in the fridge
- Food rotation system for keeping oldest food at the front to be consumed first
- Portion control (trying to cook and serve what is going to be eaten)
- Serve yourself meals rather than being served - 'plating up'
- Write a shopping list and only buy what is on it
- Don't shop when hungry
- Food preparation skills and cooking skills that allow people to use cooked leftovers and ingredients - 3-4 ways to use this ingredient until it is used up
- Food combining- knowing which ingredients/quantities can pair together for a low risk outcome
- Only cook planned meals
- Try to minimise last minute change of plans (and if you do, create a plan for using the food)
- Learn how to estimate amount of fresh food required for foods that shrink when cooked
- Innovation / lack of creativity with leftovers
- Plan for 'what if' changes to household meal plans.
- Fridge/freezer cleaning habits for optimal fridge/freezer function
- Fridge organisation e.g. food labelling, rectangular glass dishes with flat lids for stacking, avoid round dishes that take up more room

quotes

"When it comes to value or waste, value always wins. We buy items that are reduced to clear to save money but they expire faster so we can't save leftovers" - Joint manager, adult son and mother, high income

"We try to put leftovers in the fridge but it feels like it just delays the inevitable, which is throwing it away" - Joint manager, retired couple, high income

"It's a matter of intention vs. execution not matching. We run out of time with a little one. We find a new recipe we want to try, buy the ingredients, but then they just sit there unused" - Joint manager, young family, high income

"If I was at a friends house and I saw them throwing away all the waster food ... I'd be disgusted and disappointed in them I have an Ethiopian family next door and bring me things they can eat from the food bank parcels they get. They don't want to waste food either and now we reciprocate whenever we can" Family

"We are guilty of 'zombie shopping'. We wander around the entire store and end up buying things just because they're there" - Joint manager, retired couple, high income

"I've evolved ... I didn't think about what it was like to be poor until I was and had to go to the food bank to get something to eat. ... no-one is an island" Family children now left home

"We never waste food even if we have to eat it three days in a row. It is cultural we only take as much as you can eat. Not everyone has access to food like we do in Australia" Family teenage and young adults

"Ask not want not" older group house

Figure 40: Challenges for sustained behaviour change from the focus groups

5. Direction for future research

5.1 Key points on knowledge and expertise gaps

Future research is required to quantify the prevalence of these issues.



Figure 41: Future research

6. Conclusions

Challenges for sustained behaviour change from the qualitative research.

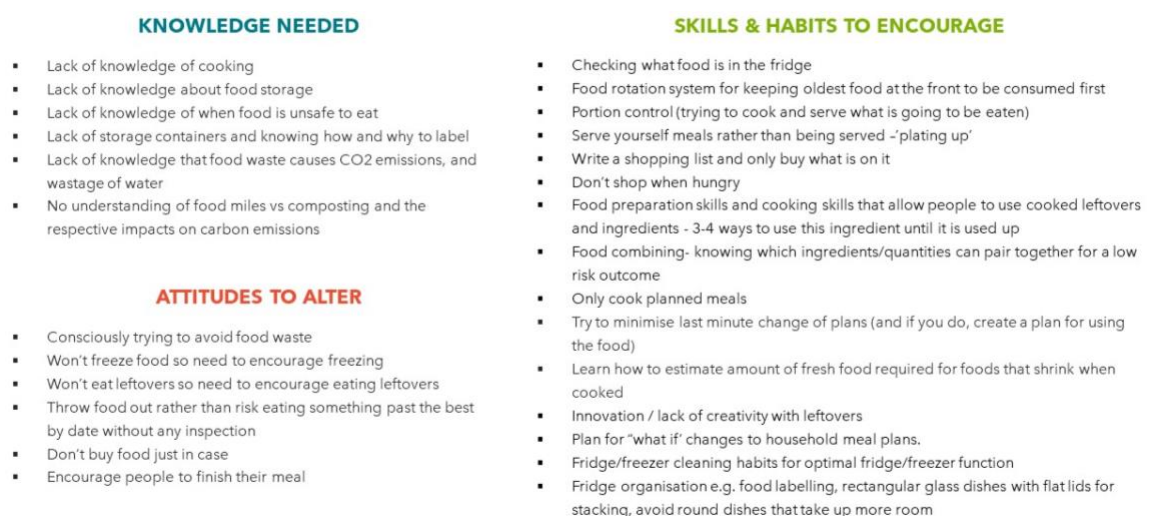


Figure 42: Challenges from sustained behaviour change from the qualitative research

7. Recommendations



1. BROAD STRATEGY

Generate need recognition for changed food management amongst the heavy food wasters of the wealthy, families with children and under 35-year old's

2. FACILITATION

Social norm dictates that food waste avoidance is desirable. Tools, guidance on making structural changes to lifestyle and food management that facilitate positive change are needed

3. REINFORCEMENT

Food management is an everyday activities that lends itself to the formation of habits as mental shortcuts reduce demand on the mind's limited thinking power. Once behaviour change is triggered reinforcement strategies using multiple channels are needed to make sure positive behaviours become established

4. EDUCATION

After establishing the value of food waste then build awareness of the environmental impact of food waste, focusing on the carbon emissions spent to grow, distribute and market the food

5. TOOLS AS HABIT CHANGERS

There was extensive support in the focus groups and the choice modelling for tools that help. They want tools that help them achieve their goals (see need states) AND reduce food waste. Where these two align then food waste is likely to be lowered

6. BRANDED INTERVENTIONS

Change strategies need to recognise the emotional needs and develop branded solutions that work to gratify these need states yet deliver better food waste outcomes:

- Food is planned, prepared and provided my way
- Food is for us to use to bond and provide for
- Food needs to make everyone happy
- Food is to be efficiently managed (this is where interventions have focused to date)

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