



Consumer food waste: challenges and opportunities

“What a waste: the challenge of food losses and waste”, Armidale, February 6th 2019

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Summary

- » Consumer food waste: the Brazilian perspective
- » Measurement methods
- » Opportunities for action



The Brazilian consumer

- » Prejudice against leftovers & preference for freshness;
- » Big monthly shopping;
- » Preference for large packages (e.g. Rice 5kg);
- » Food signals wealth;
- » Procrastination to reduce the guilty associated with food waste.

Source: Porpino, Parente & Wansink (2014)



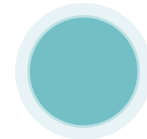
Food consumption habits



» Abundant stockpile reduces anxiety and it reflects a habit from the hyperinflation period;



Fixed culinary repertoire;



Large rice packages contribute for cooking it in big quantities.



Photo: Gustavo Porpino



Food consumption habits



Photo 1. Overprovision: pan of rice as leftover; 2. Food storage; 3 and 4. Food disposal.

Photos: Gustavo Porpino



How to measure consumer food waste?

- » Questionnaire / surveys
- » Food waste diary
- » In-home observation
- » Waste composition analysis
- » Kitchen caddies



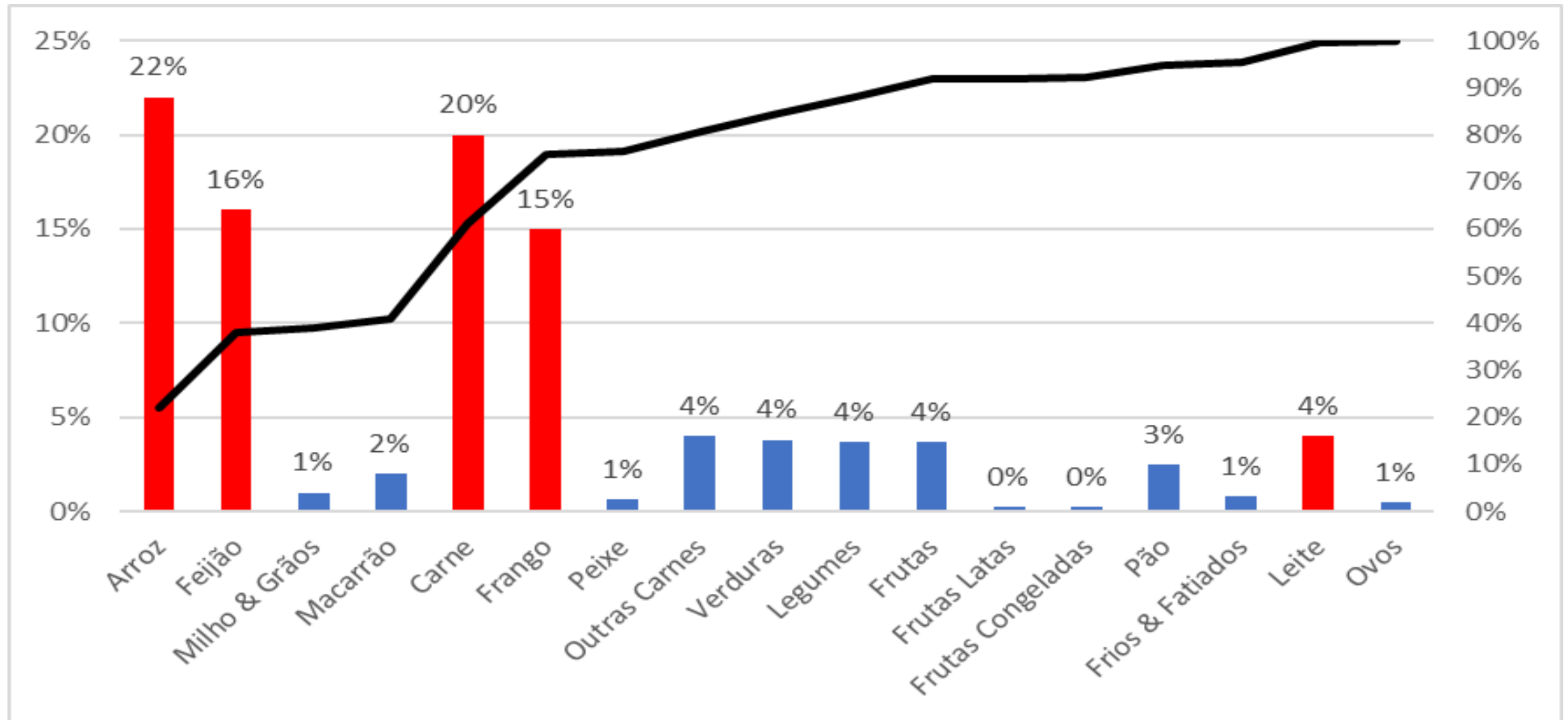
Research findings from Brazil

- Household: 353 g/day (128,8 Kg/ year)
- Per capita: 114 g/day (41,6 kg/ year)



Source: Embrapa / FGV (2018)

Food waste / food types

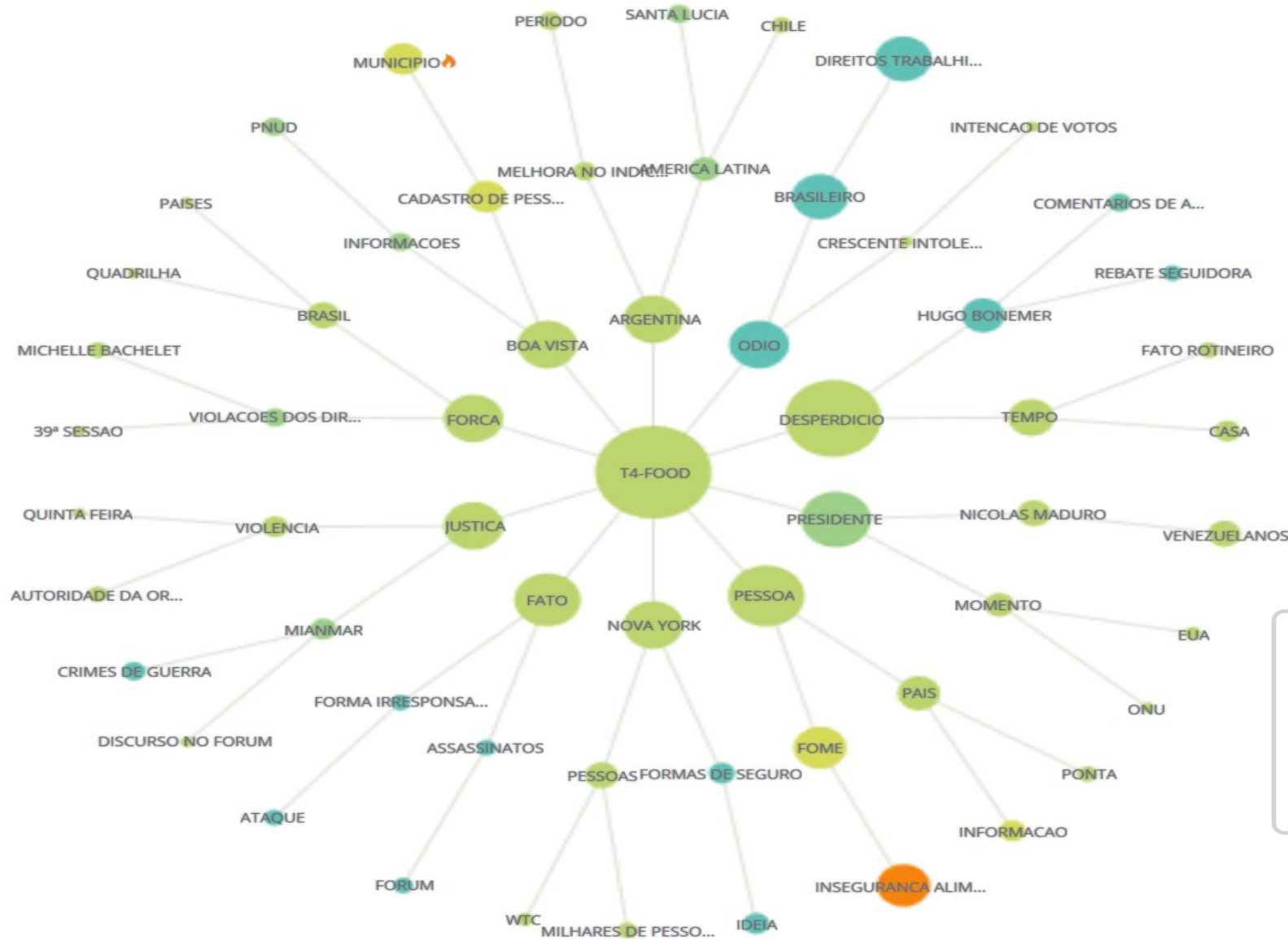


Source: Embrapa / FGV (2018)



Web scraping

- » 7718 contents analyzed;
- » 76% organizations / 24% citizens.

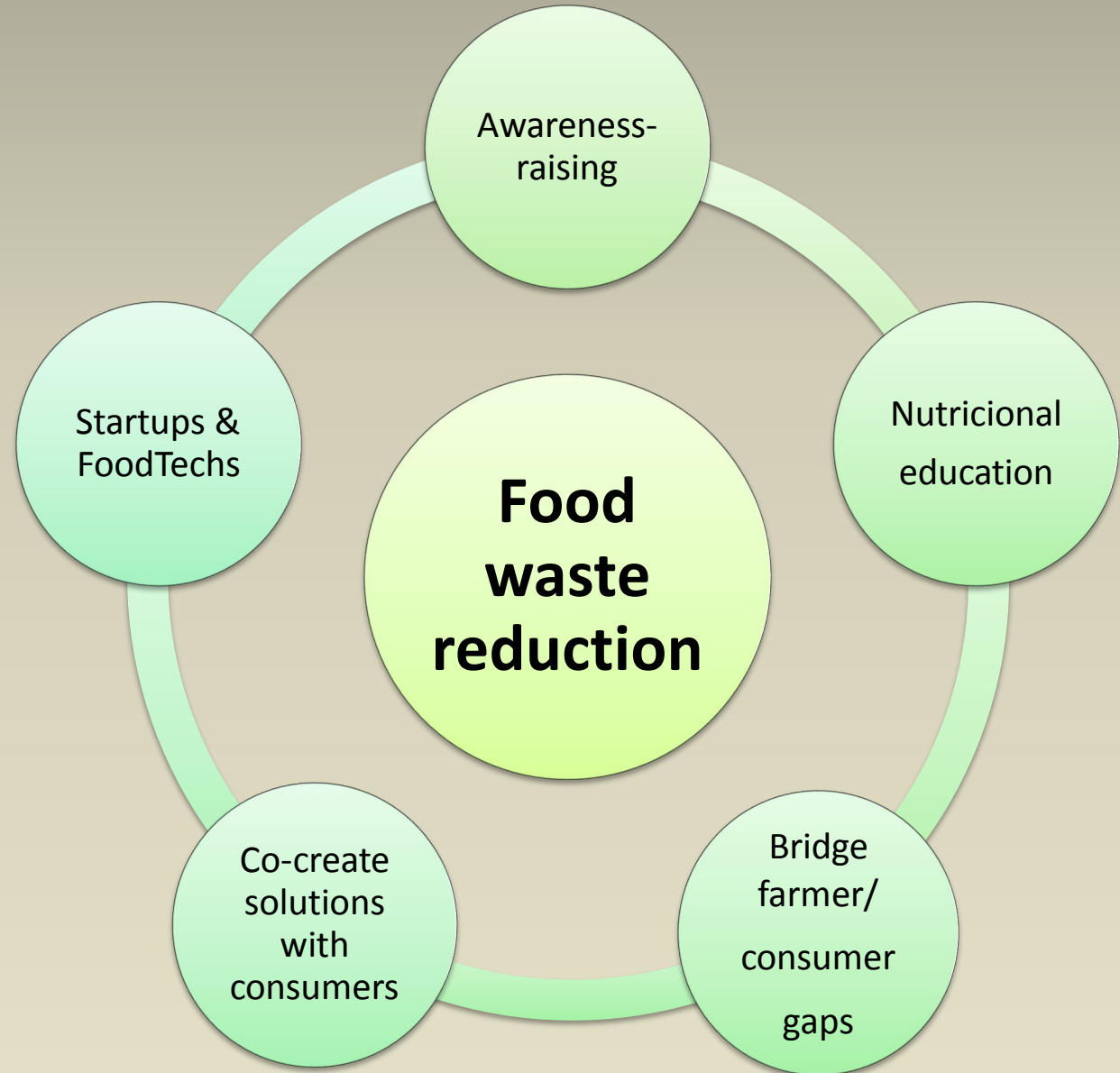


Legenda :
Tamanho bolas > Volume de publicações
Variação :
1. ● 2. ● 3. ● 4. ● 5. ● 🔥 ●
Quanto maior o número, maior a aceleração do termo entre as publicações

Source: Stilingue / FGV (2018)



Relevant actions to mitigate food waste



Focus on win-win solutions



- » Win-win are solutions that consumers want and companies can offer in a cost-effective and sustainable way (ex: re-sealable packaging).





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The slide features decorative elements consisting of clusters of stylized leaves in various shades of green, arranged in a grid-like pattern in the top-right, bottom-left, and bottom-center corners.

Thank you, and G'day mates!

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