

Food waste reduction and well-being: The role of domestic food upcycling

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Abstract

Household food waste is a major problem, contributing to climate change and food insecurity. In this research we focus our attention on a particular technique aimed at reducing household food-waste: food upcycling, namely the practice of creatively prepare new dishes (e.g., French toasts) using leftovers (e.g., stale bread). In particular, we posit that as being involved in domestic food upcycling activity consumers not only contribute to food waste reduction but also to their psychological well-being. We conducted 4 studies: two preliminary studies aimed at having first insights about the relationship between domestic food upcycling and psychological well-being, a subsequent cluster analysis (N = 772) aimed at understanding the role of different dimensions in explaining consumer upcycling food behaviors and its effects on consumer well-being, and a final study (N = 272) aimed at finding an educational intervention for promoting domestic food upcycling via perceived well-being. Found results can be useful for both policy makers and food industry.

Subject Areas: *Consumer Behaviour, Segmentation*

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