

Consumer-focused food waste reduction tools: consumer perceptions and potential for food waste reduction

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Abstract

Recent years have brought increasing awareness on food waste and actions that may lead to food waste reduction. The household level is a core contributor to the total, still high, amount of food waste. Families with children are especially vulnerable to wasting food. Various tools have been proposed, and tested, for their potential to reduce food waste in households. However, there is a pressing need to better understand consumer reactions to such initiatives in their everyday life. Our study aimed to understand consumer perceptions of usability and usefulness of three selected food waste reduction tools, and to explore their potential effectiveness. Data were collected in Denmark by means of an intervention and interviews. All three tested tools were well perceived by consumers and seen as valuable in avoiding food waste, however, the results showed limited evidence that these tools can reduce food waste. These results have implications for promotion of food waste avoidance.

Track: Social Responsibility & Ethics