WASTE WATCHER

International Observatory on food and sustainability

2021 Cross Country Report

Waste Watcher International

The **Waste Watcher international Observatory** stems to provide the community with knowledge and tools for investigating social, behavioral and lifestyles dynamics behind the household's food waste. By focusing on the economic, social and environmental impacts of the phenomena, the Observatory stands to generate common and shared knowledge, to guide private and public policies for food waste prevention and reduction and improve food resources use efficiency.

The Waste Watcher Observatory is based on a scientific sounding method and conducts research based on opinions, self-perceptions and declarations.

This year for the first time WWI decided to give an international scope to the initiative recognizing that the pooling of data and insights on the phenomenon will be fertile ground for the development of individual initiatives, business strategies and public policies for the prevention and reduction of waste, the optimization of the use of natural resources and the promotion of healthy and sustainable diets. As WWI we believe that it is not enough to tackle the problems at a local or national level. We are all involved in our future, and we can share and develop ideas tools and solutions together in order to give a common answer to common problems.

Methodology

Perceptions guide behaviors and people are conditioned in their actions, by interdependent preferences and emotions. The survey on food waste is based on field research, with a structured questionnaire on about twenty questions that investigate:

- Food purchasing behaviors
- Food diets
- The waste of products for alla the main agro-food technologies.

Methodology – Involved Countries

8 Countries

Sample size: 1000 cases per Country (8000 cases overall)
Target: generale population

CAWI survey
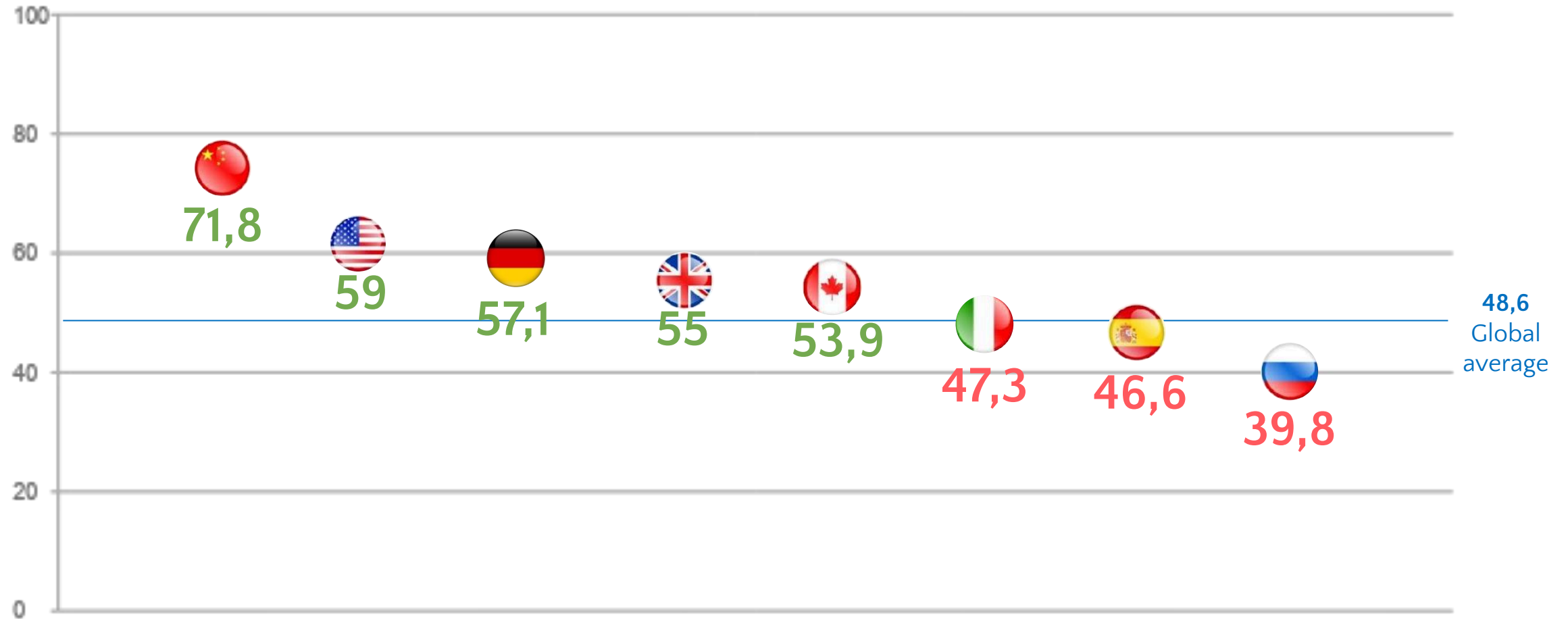**15 minutes** questionnaire

Eating habits

Traditional, pragmatic and low veg diet
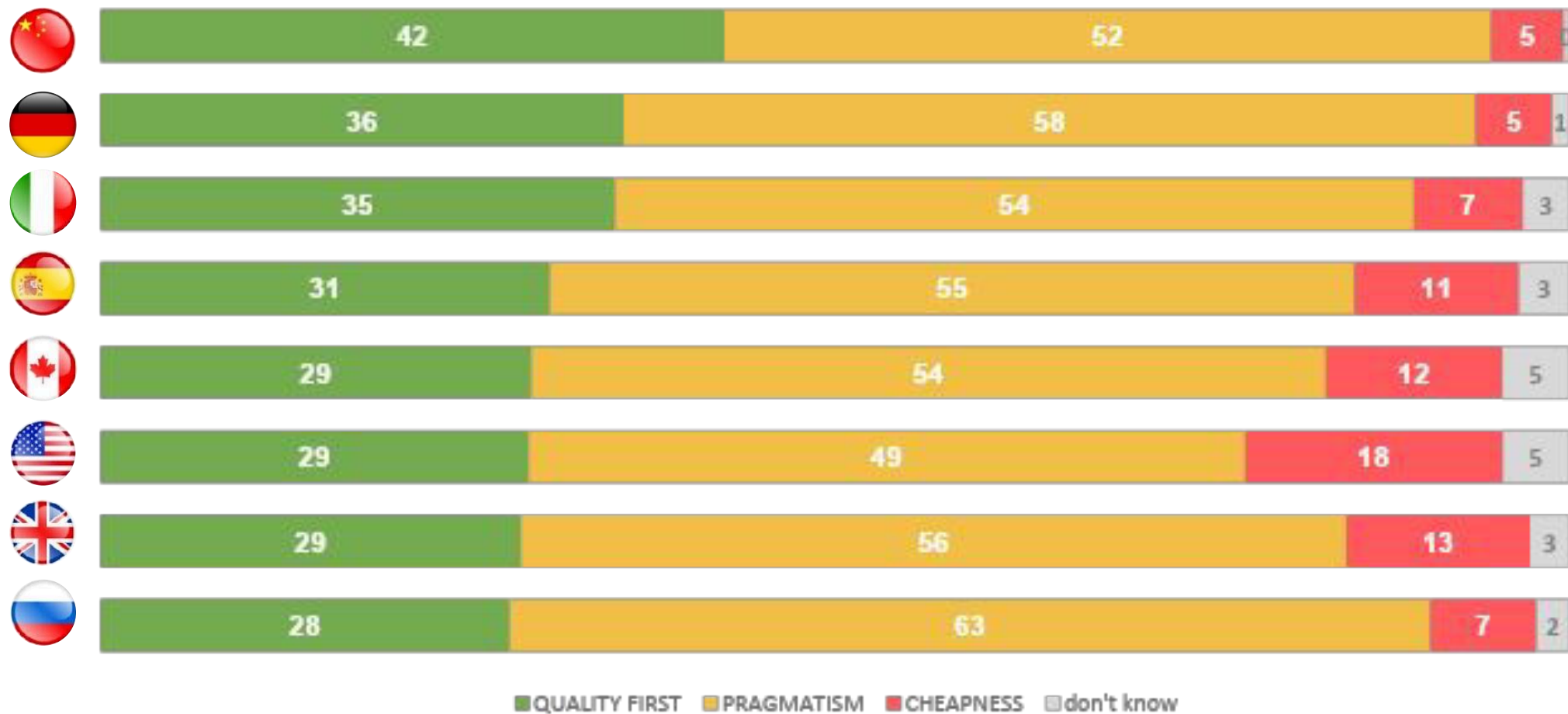
Consumer Confidence Index

September 2021

China	71,8
United States	59
Germany	57,1
United Kingdom	55
Canada	53,9
Italy	47,3
Spain	46,6
Russia	39,8

48,6
Global average

Source: Ipsos Global Advisor – September 2021

Eating habits

You would define your approach to food...

	QUALITY FIRST	PRAGMATISM	CHEAPNESS	don't know
🇨🇳 China	42	52	5	0
🇩🇪 Germany	36	58	5	1
🇮🇹 Italy	35	54	7	3
🇪🇸 Spain	31	55	11	3
🇨🇦 Canada	29	54	12	5
🇺🇸 USA	29	49	18	5
🇬🇧 UK	29	56	13	3
🇷🇺 Russia	28	63	7	2

■ QUALITY FIRST　■ PRAGMATISM　■ CHEAPNESS　□ don't know

% Values
Basis: Total sample (8000 cases)

Food Waste

What, how frequentely and why

Food Waste

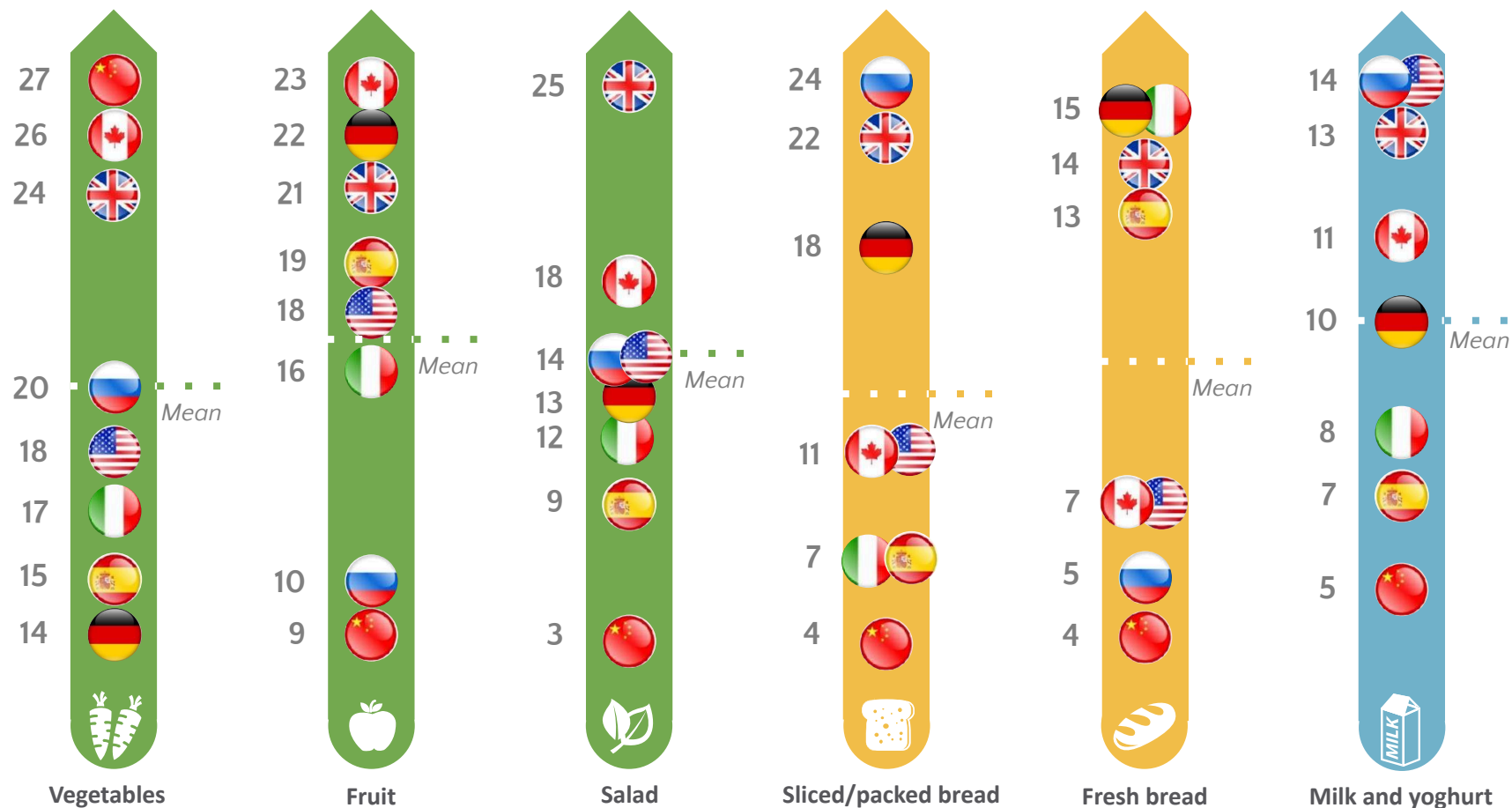**Individual food wasting in the last seven days (in gr.)...**
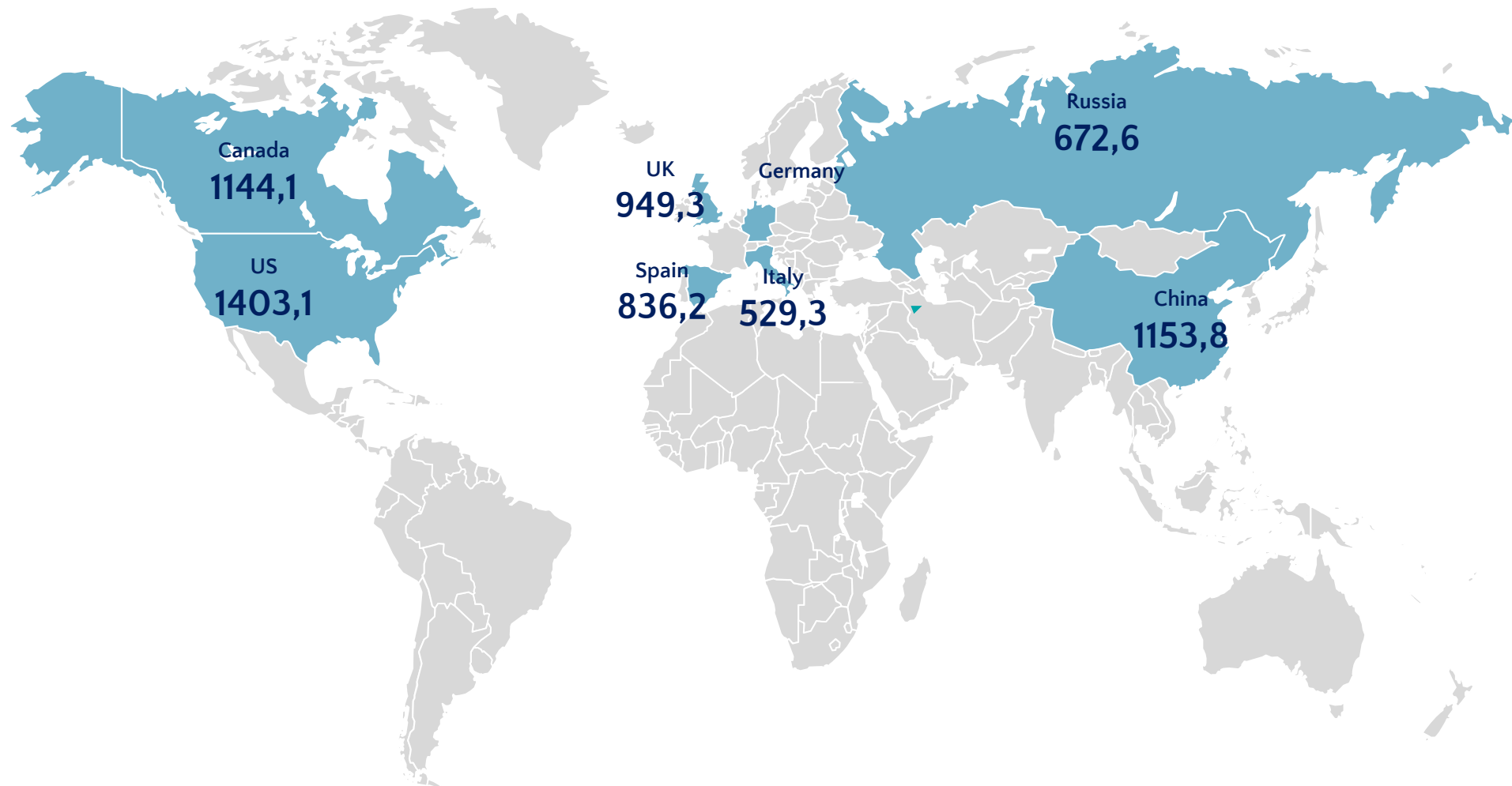
Canada
1144,1

US
1403,1

UK
949,3

Germany

Spain
836,2

Italy
529,3

Russia
672,6

China
1153,8

% Values
Basis: Total sample (8000 cases)

Food Waste

% values

Vegetables

- 27 (China)
- 26 (Canada)
- 24 (UK)
- 20 (Russia) — Mean
- 18 (USA)
- 17 (Italy)
- 15 (Spain)
- 14 (Germany)

Fruit

- 23 (Canada)
- 22 (Germany)
- 21 (UK)
- 19 (Spain)
- 18 (USA)
- 16 (Italy) — Mean
- 10 (Russia)
- 9 (China)

Salad

- 25 (UK)
- 18 (Canada)
- 14 (USA, Russia) — Mean
- 13 (Germany)
- 12 (Italy)
- 9 (Spain)
- 3 (China)

Sliced/packed bread

- 24 (Russia)
- 22 (UK)
- 18 (Germany)
- 11 (Canada, USA) — Mean
- 7 (Italy, Spain)
- 4 (China)

Fresh bread

- 15 (Germany, Italy)
- 14 (UK)
- 13 (Spain)
- 7 (Canada, USA) — Mean
- 5 (Russia)
- 4 (China)

Milk and yoghurt

- 14 (Russia, USA)
- 13 (UK)
- 11 (Canada)
- 10 (Germany) — Mean
- 8 (Italy)
- 7 (Spain)
- 5 (China)

Legend

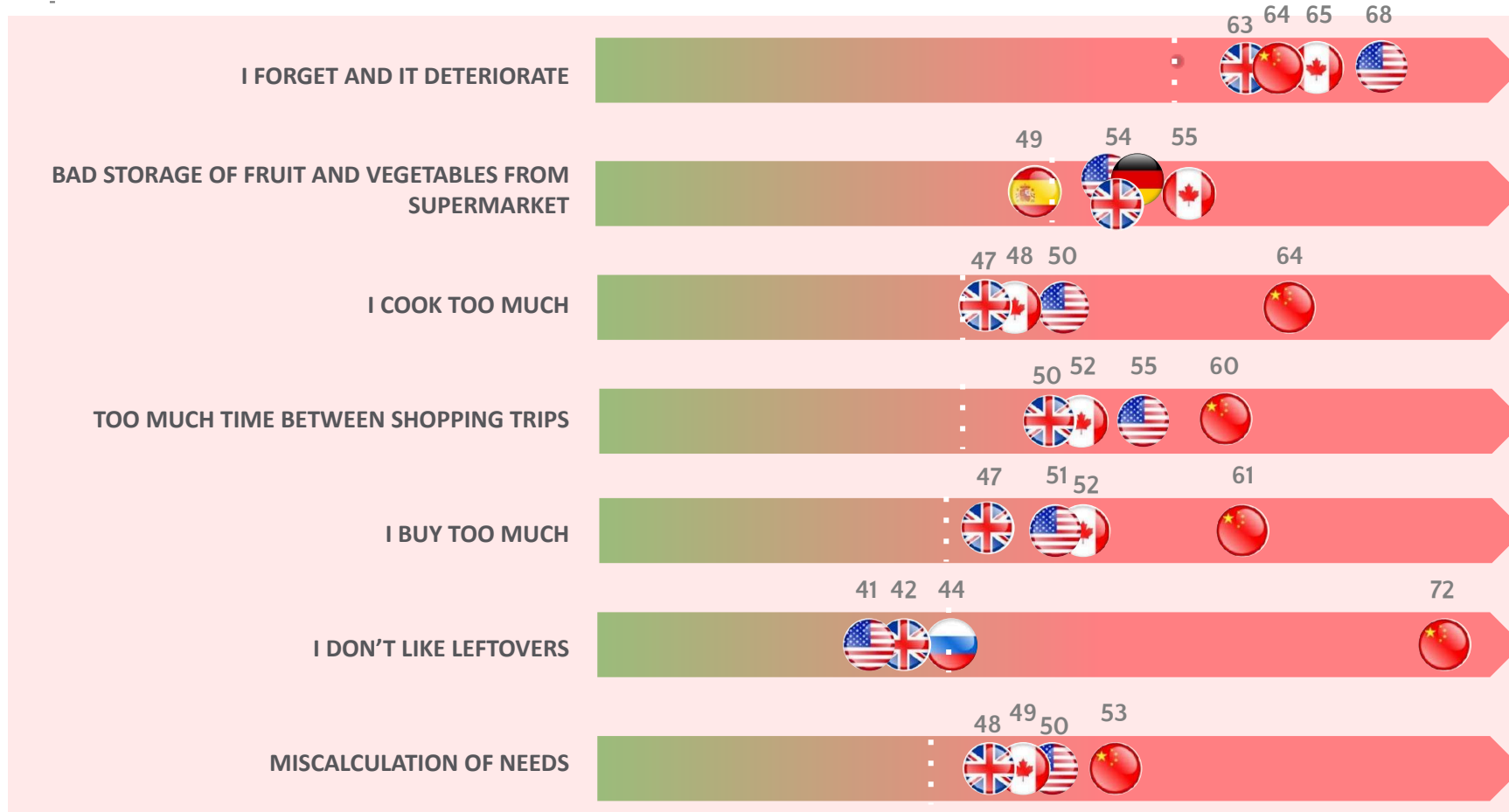| Flag	Item
Italy	Ready cooked pasta 10%
Spain	Onions, garlic, tubers 10%
Germany	Cured meats/cold cuts/deli meats 10%
Canada	Onions, garlic, tubers 10%
UK	Onions, garlic, tubers 10%
USA	Dairy products 10%
Canada	Onions, garlic, tubers 10%
China	Cooked rice / other cereals 17% / Non-fresh fruit / vegetables 15% / Onions, garlic, tubers 14% / Cooked RED meat 13%
Russia	Ready cooked pasta 10% / Onions, garlic, tubers 10%

% Values
Basis: Total sample (8000 cases)

Food Waste

You happen to throw away food mainly because...

Mean

I FORGET AND IT DETERIORATE
63 64 65 68

BAD STORAGE OF FRUIT AND VEGETABLES FROM SUPERMARKET
49 54 55

I COOK TOO MUCH
47 48 50 64

TOO MUCH TIME BETWEEN SHOPPING TRIPS
50 52 55 60

I BUY TOO MUCH
47 51 52 61

I DON'T LIKE LEFTOVERS
41 42 44 72

MISCALCULATION OF NEEDS
48 49 50 53

🇮🇹	Food sold is old **35%**
🇪🇸	Too much promotions **36%**
🇩🇪	Too much promotions **37%**
🇬🇧	I buy too big packs **45%**
🇺🇸	I buy too big packs **46%**
🇨🇦	Food sold is old **44%** I buy too big packs **44%**
🇨🇳	Food sold is old **57%**

% Values Always + Often
Basis: Total sample (8000 cases)

Fighting Food Waste

Strategies for reducing food waste

Fighting Food Waste

How much do you agree or disagree with each of the following statements on food waste?

Top 3 per Country

79% Bad example for younger
79% Waste of money
77% Immoral

80% Waste of money
79% Bad example for younger
75% Immoral

77% Bad example for younger
74% Waste of money
73% Immoral

83% Waste of money
72% It increases pollution
72% Bad example for younger

73% Waste of money
61% Bad example for younger
50% It increases pollution

80% Waste of money
70% Bad example for younger
66% Essential resources waste

82% Waste of money
79% Bad example for younger
77% Essential resources waste

78% Waste of money
67% Essential resources waste
66% Bad example for younger

% Values Agree
Basis: Total sample (8000 cases)

13

Fighting Food Waste

Shopping strategies adopted by households for reducing food waste

Top 3 per Country

39% Buying frequentely fresh products
37% Weekly menu shopping
36% Buying small packs

43% Buying long life product
39% Weekly menu shopping
39% Expiring date organisation

47% Weekly menu shopping
45% Buying small packs
44% Preference for long-life products

43% Weekly menu shopping
40% Preference for long-life products
38% Expiring date organisation

42% Buying small packs
40% Weekly menu shopping
36% Portionating and freezing fresh food

41% Portioning and freezing fresh food
40% Weekly menu shopping
38% Buying small packs

50% Buying small packs
45% Preference for long-life products
39% Buying frequently fresh products

53% Buying small packs
47% Portioning and freezing fresh food
47% Buying frequently fresh products

% Always + Often
Basis: Total sample (8000 cases)

Fighting Food Waste

## Main consumption strategies adopted by households for reducing food waste

	Italy	Spain	Germany	UK	USA	Canada	China	Russia
First expiring–first eating	82	86	81	84	78	83	67	74
Know what is in the kitchen	81		77	76			68	83
Carefully calculate quantities	80						67	
Eat what you cook	80			77	73	81		
Kitchen organization		84					68	84
Checking what is still expired			83	81	76	81		
Storing leftover		85	78		76	82		75
Freezing for future		85						

% Always + Often
Basis: Total sample (8000 cases)

Fighting Food Waste

The most useful measures for reducing food waste

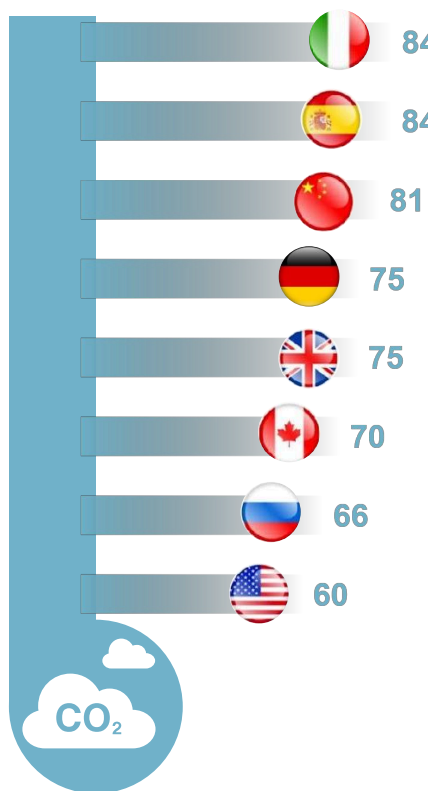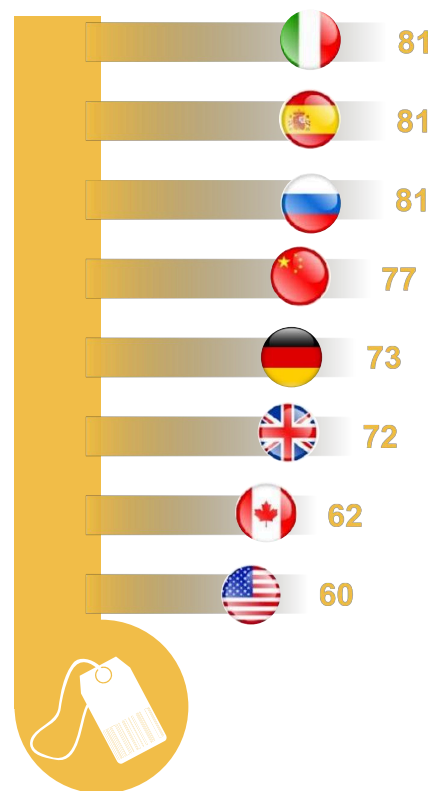### Focusing on education in schools

- 🇮🇹 8 6
- 🇪🇸 8 5
- 🇩🇪 7 9
- 🇬🇧 7 6
- 🇨🇦 7 1
- 🇨🇳 7 1
- 🇷🇺 6 6
- 🇺🇸 5 9
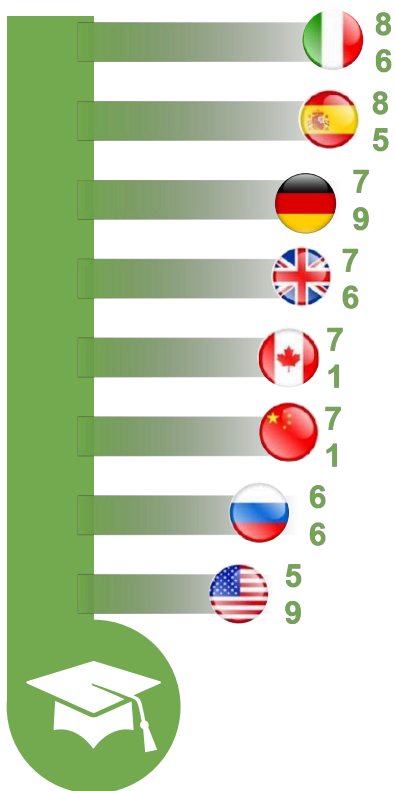
Inform citizens on negative impact on the economy

- 🇮🇹 84
- 🇪🇸 83
- 🇨🇳 78
- 🇬🇧 73
- 🇨🇦 70
- 🇩🇪 69
- 🇺🇸 61
- 🇷🇺 60
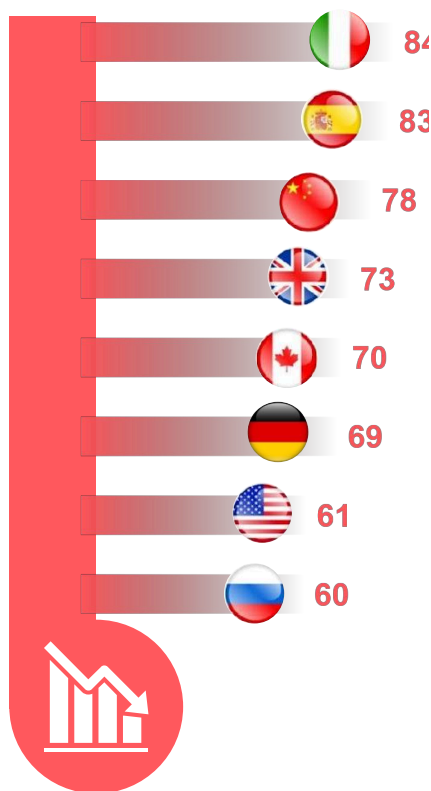
Inform citizens of damage to the environment

- 🇮🇹 84
- 🇪🇸 84
- 🇨🇳 81
- 🇩🇪 75
- 🇬🇧 75
- 🇨🇦 70
- 🇷🇺 66
- 🇺🇸 60

Improving labels on consumption modes

- 🇮🇹 81
- 🇪🇸 81
- 🇷🇺 81
- 🇨🇳 77
- 🇩🇪 73
- 🇬🇧 72
- 🇨🇦 62
- 🇺🇸 60

Smaller product packages

- 🇷🇺 78
- 🇨🇳 78
- 🇪🇸 78
- 🇩🇪 76
- 🇮🇹 75
- 🇬🇧 71
- 🇨🇦 64
- 🇺🇸 62
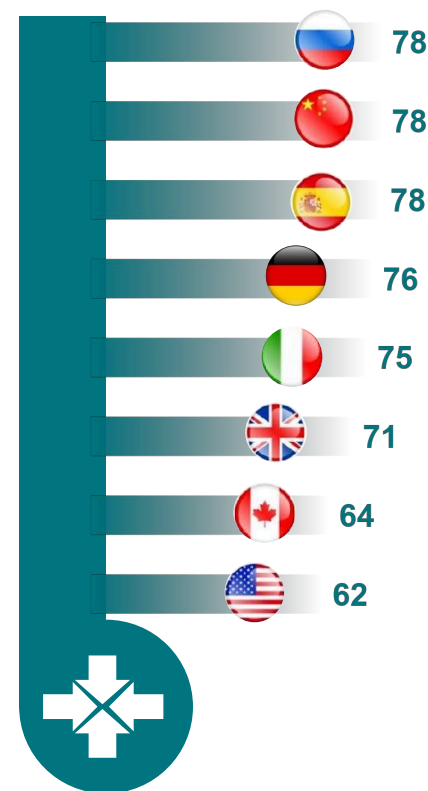
Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

% A lot+Somewhat
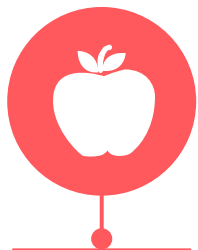Basis: Total sample (8000 cases)

Focus Italia

Food Waste

Italian Households food waste

529,3 gr

INDIVIDUAL FOOD WASTE IN LAST 7 DAYS
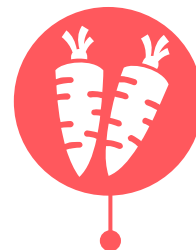
Top 5 of most wasted food in the last week

Fresh fruit	Salads	Fresh bread	Vegetables	Onions, garlic and tubers
32,4 gr	22,8 gr	22,3 gr	22,2 gr	21,8 gr

% Values
Basis: Total sample (8000 cases)

Waste Watcher 2021

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