



Invitation

29th of September, 2nd World awareness day of food losses and waste

**Waste Watcher, International
Observatory on Food and Sustainability**
presents

FOOD & WASTE around the WORLD



Cross Country Report

ROME, THUESDAY 28th SETTEMBRE h 12.30

Foreign Press Association in Italy (via dell'Umiltà, 83 C)

PRESS CONFERENCE - REPORT PRESENTATION

The first global report on the relationship existing between food and waste is Italian: a survey conducted by Waste Watcher International Observatory on Food and Sustainability, realized over 8 countries: Italy, Spain, Germany, the UK, the US, Canada, China. In occasion of the 2nd World Awareness Day of food losses and waste – 29th September 2021 – the Last-Minute Market Zero Waste Campaign, together with IPSOS and the University of Bologna, presents the first **Cross Country Report dedicated to “Food & Waste around the World”**. An international comparison between different purchasing and consumption habits and different behaviors in terms of food waste. The main results of the survey will be presented by Andrea Segrè, professor from the University of Bologna, founder of the Zero Waste campaign and scientific director of Waste Watcher International, together with the Scientific Director of IPSOS Enzo Rizzo and the Cross-Country Report Coordinator Matteo Vittuari, from the University of Bologna – DISTAL. Will be present also Stefano Patuanelli, Minister of Agricultural, Food and Forestry Policies (remotely), Marina Sereni, Vice Minister of Foreign Affairs and International Cooperation, Maximo Torero, Chief Economist of FAO, Maurizio Martina, Vice-Director FAO (remotely), Vincenza Lomonaco, Permanent Representative of the Italian Republic to the UN Agencies in Rome, Giorgio Marrapodi, Director General for Development Cooperation at the Ministry of Foreign Affairs and International Cooperation. Maarten van Aalderen, President of the “Associazione Stampa Estera” will present the event. In this occasion Luca Falasconi, University of Bologna – Last Minute Market, will also present the result of the “*Italian Case*” that will be focused on *smart fridge* and packaging. The event can also be followed in live streaming on youtube and facebook following the Zero Waste pages and channels.

Accreditations and confirmations by Monday 27th September h.13.00

email: segreteria@volpesain.com sprecozero@lastminutemarket.it

PRESS Vuesse&c Daniela Volpe cell 3922067895 – Alessia Petrilli cell 3490671710

WASTE WATCHER

International Observatory on
food and sustainability

2021 Cross Country Report



Waste Watcher 2021 has been supported by:

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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 all 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

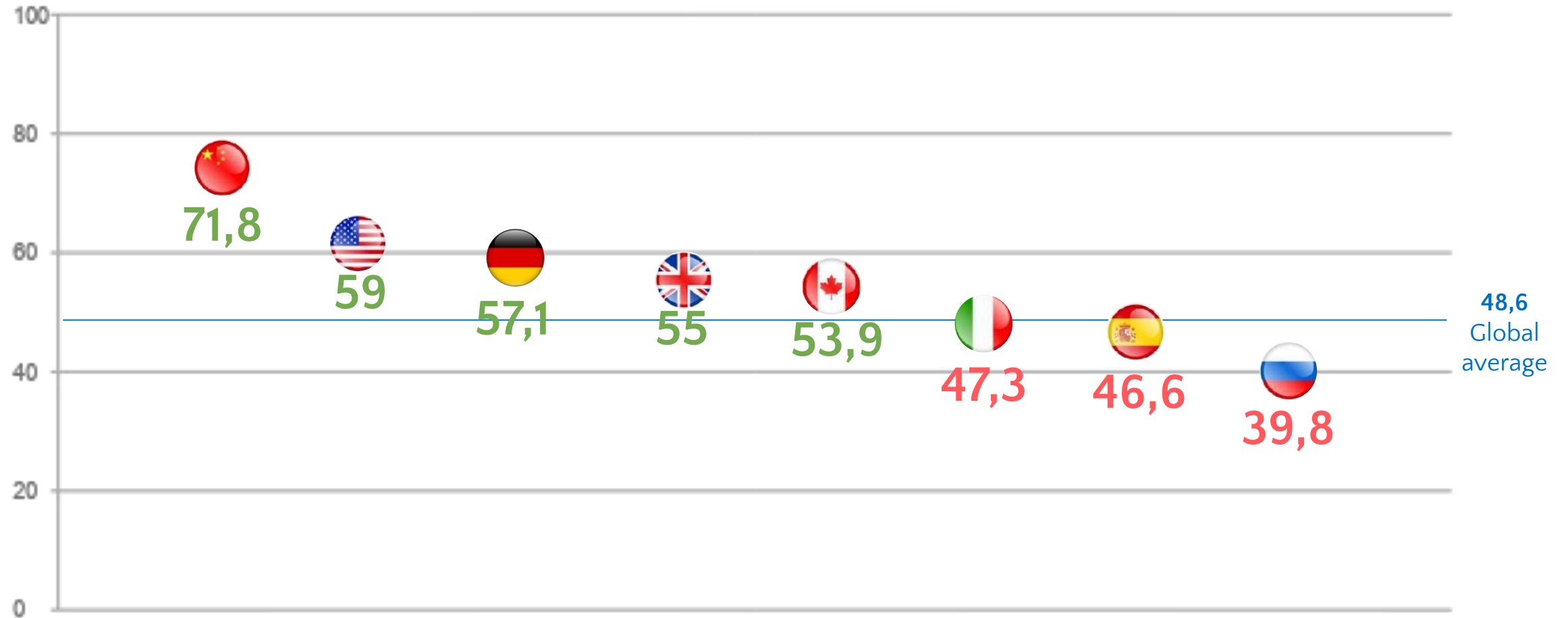
Eating habits

Traditional, pragmatic and low veg diet



Consumer Confidence Index

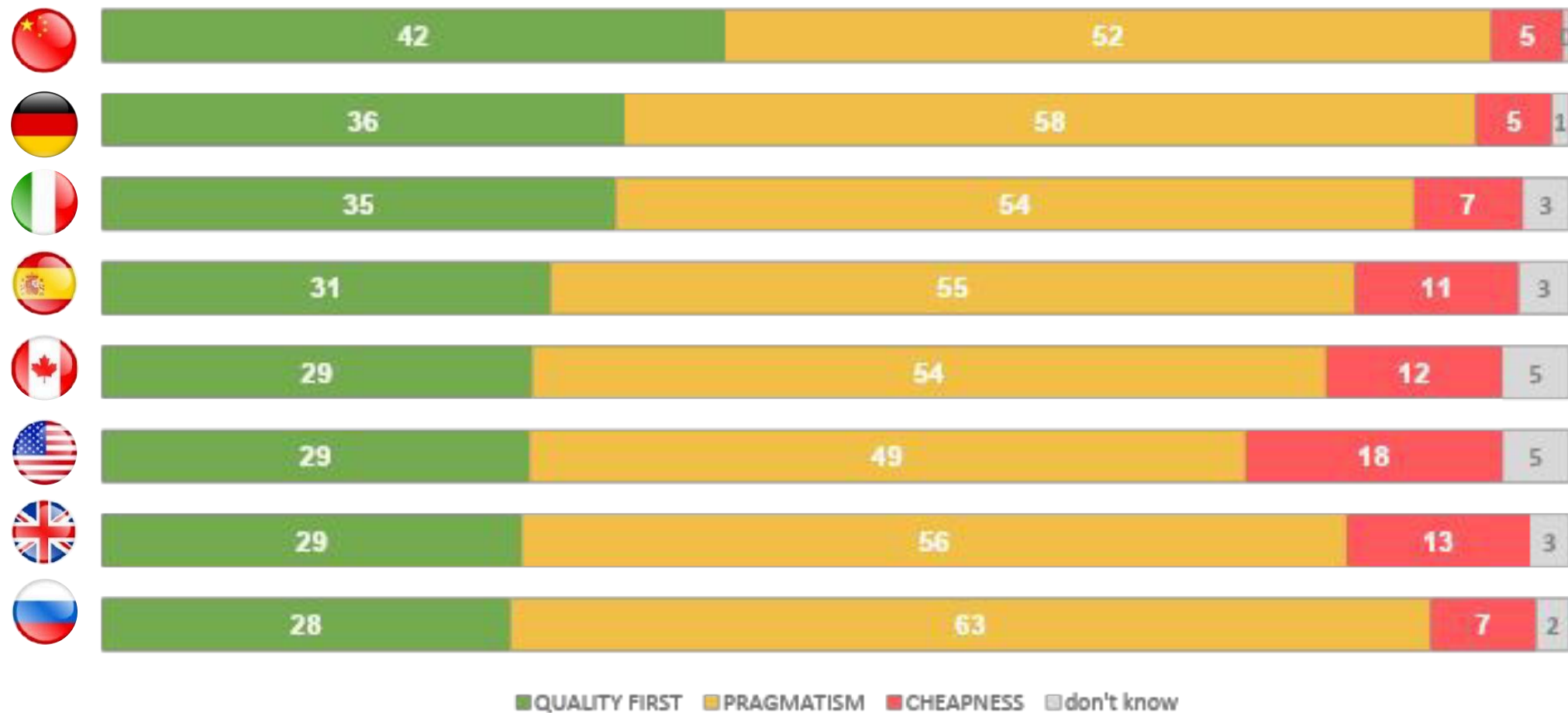
September 2021



Source: Ipsos Global Advisor – September 2021

Eating habits

You would define your approach to food...



Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

% Values
Basis: Total sample (8000 cases)

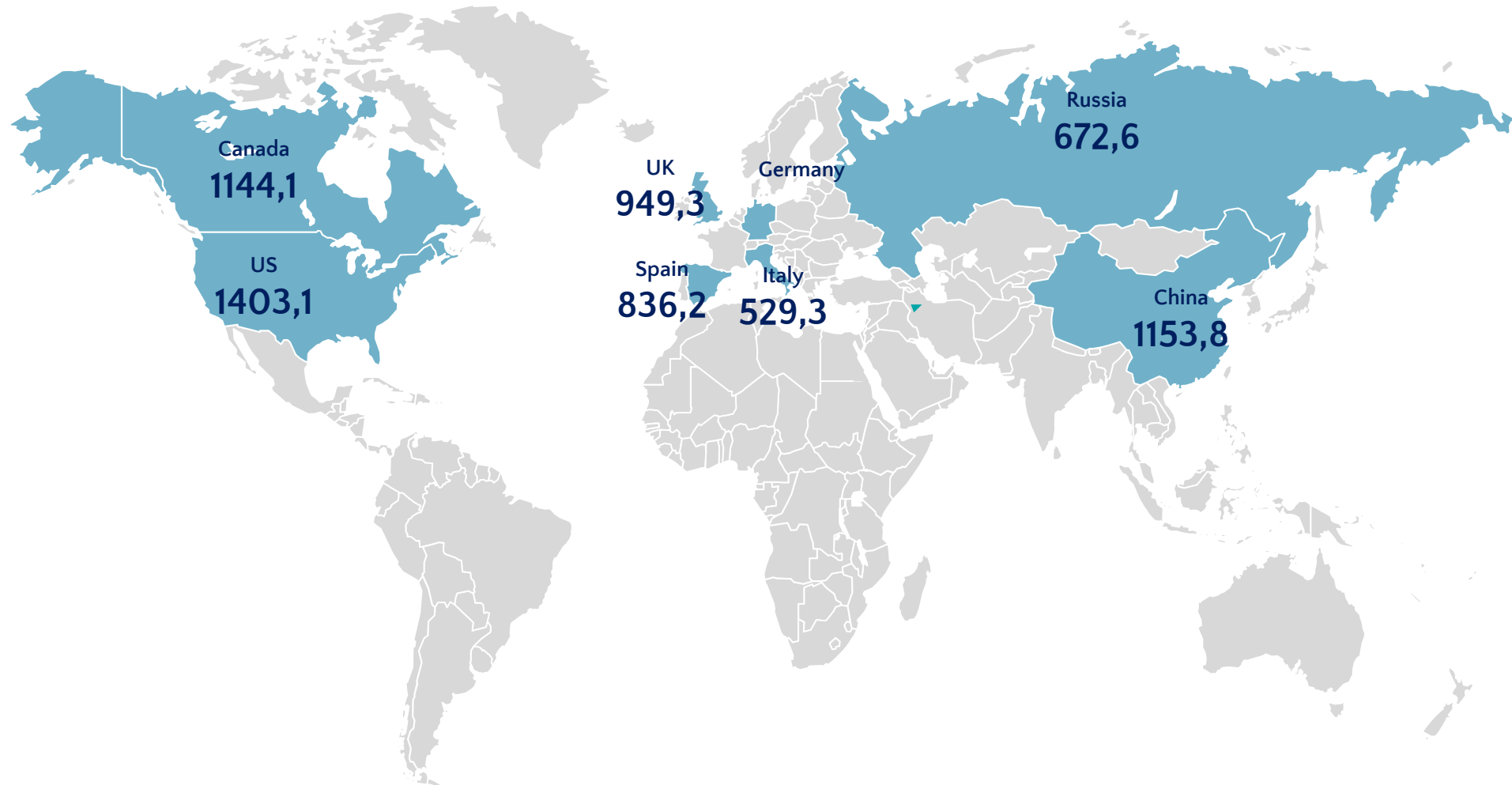
Food Waste

What, how frequently and why



Food Waste

Individual food wasting in the last seven days (in gr.)...



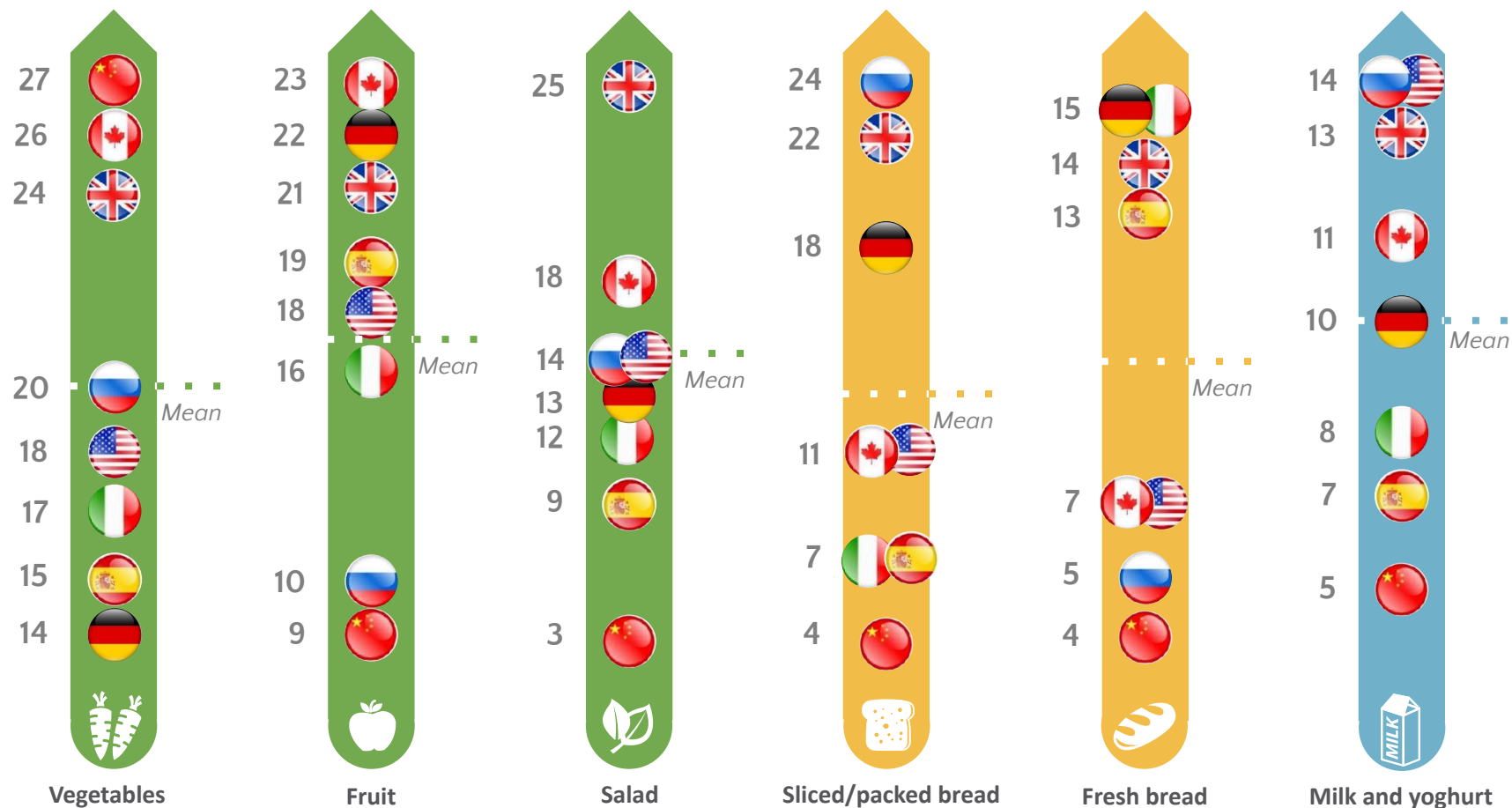
Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

% Values
Basis: Total sample (8000 cases)

Food Waste

You would you say you throw away most often...

% values



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

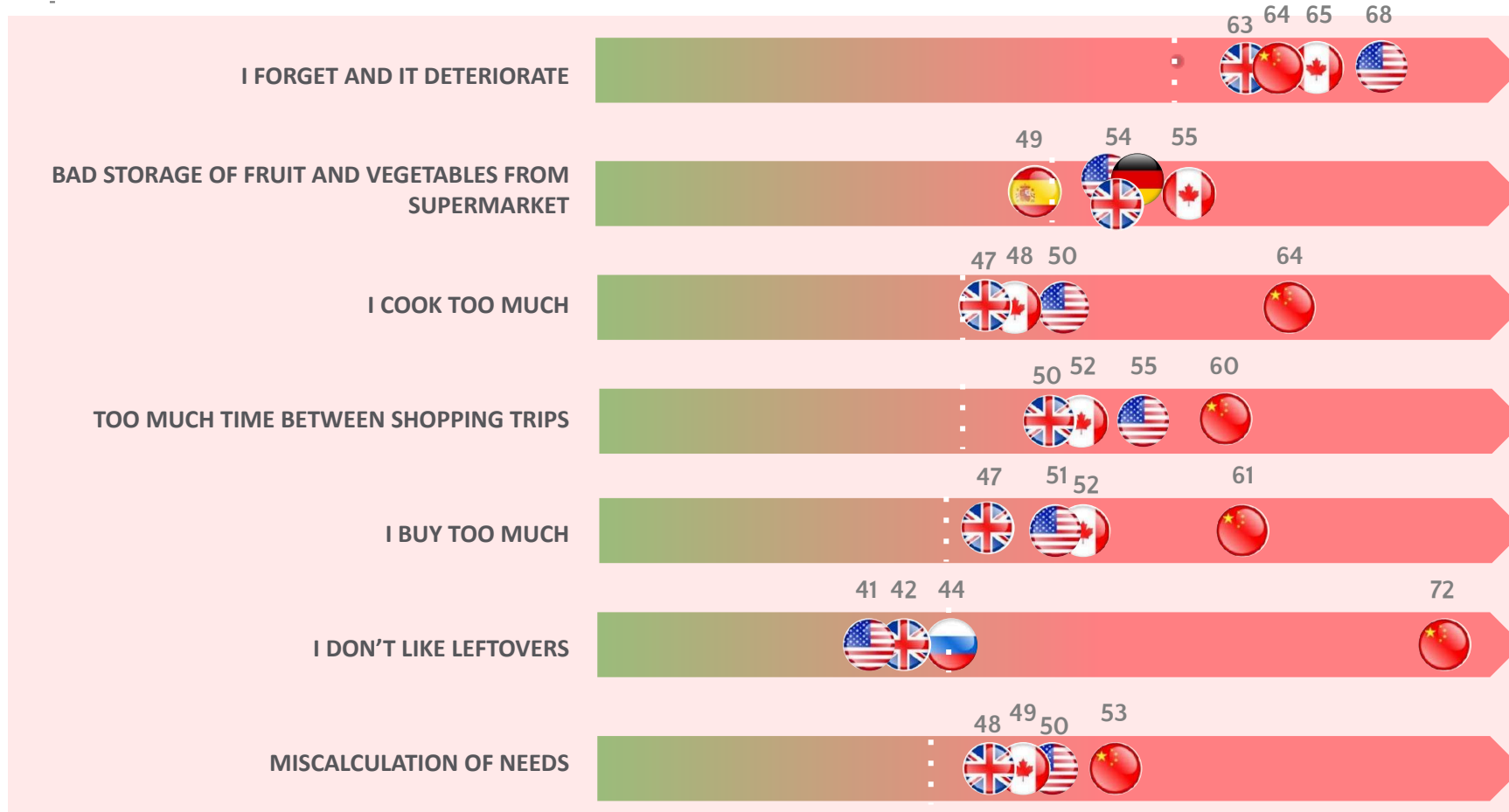
Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

% Values
Basis: Total sample (8000 cases)

Food Waste

You happen to throw away food mainly because...

Mean



Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

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

Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

% Values Agree
Basis: Total sample (8000 cases)

Fighting Food Waste

Shopping strategies adopted by households for reducing food waste

Top 3 per Country



39% Buying frequently 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

Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

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

Fighting Food Waste

Main consumption strategies adopted by households for reducing food waste



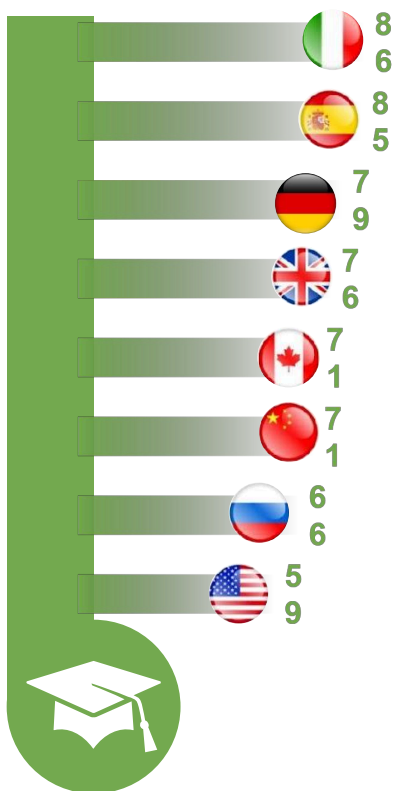
Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

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

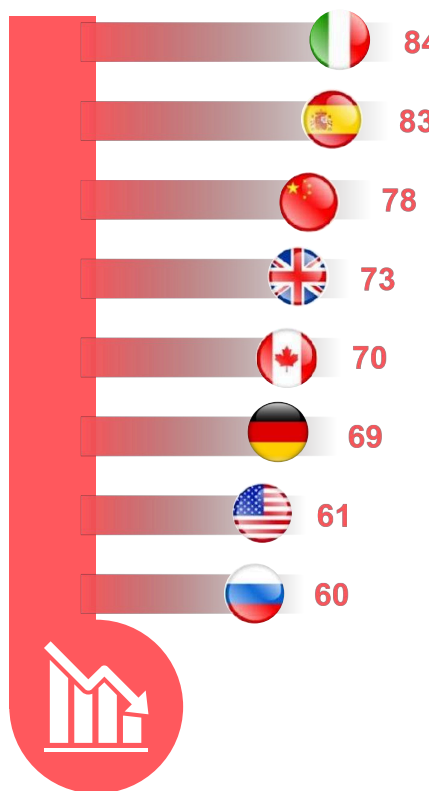
Fighting Food Waste

The most useful measures for reducing food waste

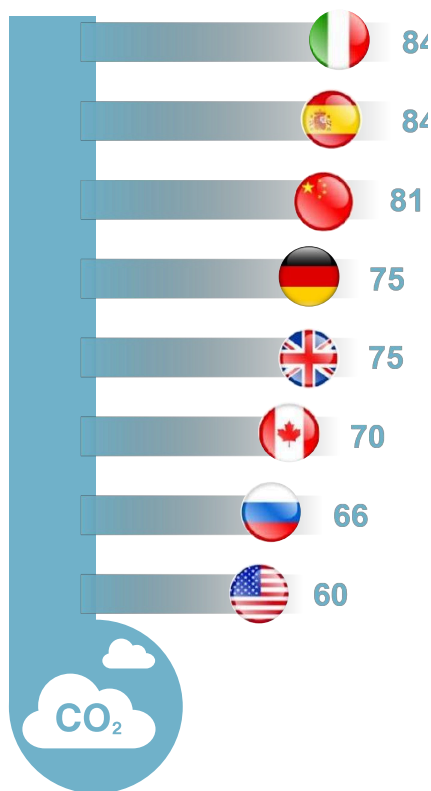
Focusing on education in schools



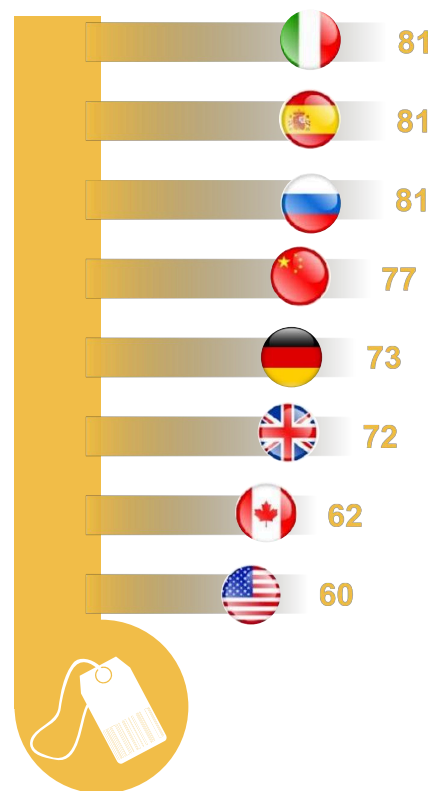
Inform citizens on negative impact on the economy



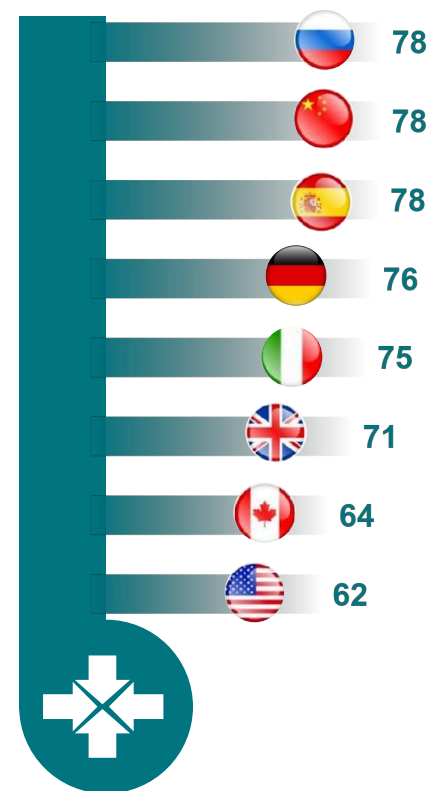
Inform citizens of damage to the environment



Improving labels on consumption modes



Smaller product packages



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

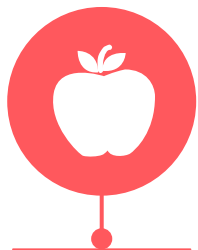
Italian Households food waste



529,3 gr

INDIVIDUAL FOOD WASTE IN LAST 7 DAYS

Top 5 of most wasted food in the last week



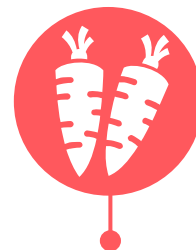
Fresh fruit
32,4 gr



Salads
22,8 gr



Fresh bread
22,3 gr



Vegetables
22,2 gr



Onions, garlic
and tubers
21,8 gr

Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data

Waste Watcher 2021



Prof. Andrea Segrè, University of Bologna/Last Minute Market, WW Scientific Director andrea.segre@unibo.it

Dr. Enzo Risso, IPSOS Scientific Director, enzo.risso@ipsos.com

Prof. Matteo Vittuari, University of Bologna, WW International Report Coordinator, matteo.vittuari@unibo.it

Prof. Luca Falasconi, University of Bologna, WW National Report Coordinator, luca.falasconi@unibo.it

Dr.ssa Giulia Magnano, University of Bologna, Scientific Secretariat, giulia.magnano3@unibo.it

Dr.ssa Anna Barbero, University of Bologna, Secretariat, sprecozero@lastminutemarket.it

Dr.ssa Barbara Toci, Ipsos Public Affairs Research Executive, barbara.toci@ipsos.com

CONTACTS

Press Office– ufficiostampa@volpesain.com
+39 3922067895 +39 3490671710

Source: Processing by Waste Watcher International Observatory – University of Bologna, Department of Agricultural and Food Science based on Ipsos data