

Cutting down on food waste the Dutch Experience

Food Waste at Home and Ways to Address it

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The Netherlands Nutrition Centre

Provides information on, and encourages consumers to make, healthy, safe and sustainable food choices.

Independent information based on scientific consensus

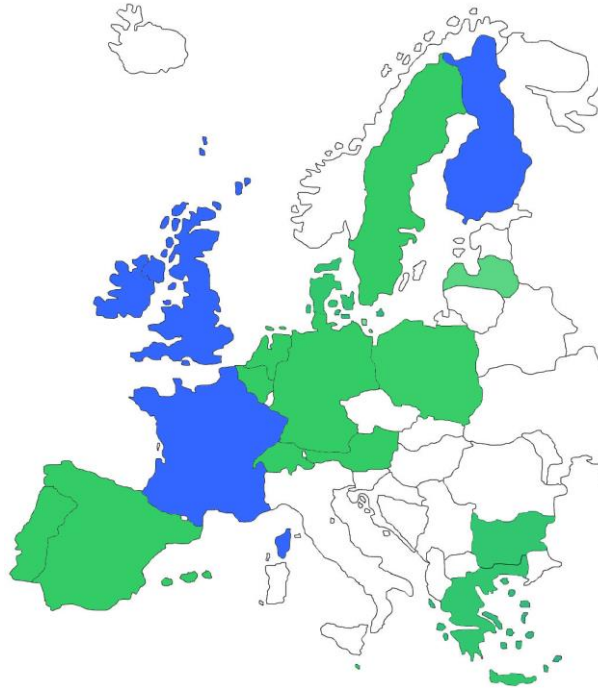


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European Public Health Nutrition Alliance *(Since 2014)*

Members:

Austria
Belgium
Bulgaria
Denmark
Germany
Greece
Latvia
Malta
Netherlands
Poland
Portugal
Spain
Sweden
Switzerland



Blue: interest



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Integrated advice: healthy, safe and sustainable



Challenge of a holistic approach

- Integrated information on healthy, safe and sustainable eating
- Food waste - food safety: how to handle expiry dates
- Combined messages create more opportunities to spread the message of food waste prevention



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Website: >22 mio visits/year



eerlijk over eten
Voedingscentrum



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Food Waste Analysis 2016

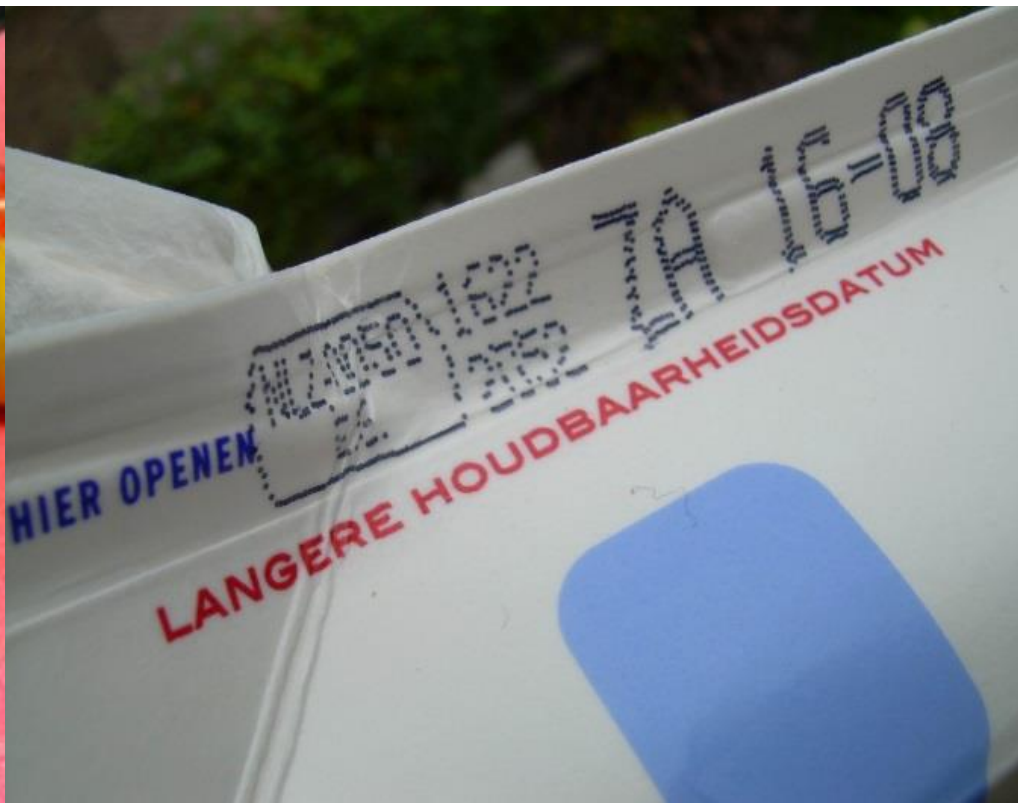


Bread, dairy products, vegetables, fruit & meat

Who wastes more?



Reasons to waste or not



Strategies



Behavioural determinants

- Awareness consumer is aware of the problem
 own contribution is underestimated
- Attitude positive attitude towards reducing waste
- Knowledge still low on expiration dates and food storage
- Intention consumer has the intention to waste less
- Self -efficacy consumer is willing to waste less and
 feels they can contribute
- Habits break through unconscious behaviour
 use skills to change behaviour

Focus over the years

awareness

attitude

knowledge

self-efficacy

skills

habits

2007-2009

2011-2013

2014-2018















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Smart buying

- Shopping list, planning meals, inventory management
- Shopping list & planning
 - Outdoor and social campaign
- Inventory management
 - Fridge Clamp ‘Don’t forget your leftovers’
 - Follow-up study effects



Leftovers' inspiration

SOEP	SALADE	OMELET	ROERBAK
<p>1</p> <p>Verhit groenten restjes.</p> 	<p>1</p> <p>Neem gekookte pasta of rijst, eventueel ook tonijn.</p> 	<p>1</p> <p>Snij restjes klein.</p> 	<p>1</p> <p>Bak restje vlees (vervanger) en kruiden in pan op.</p> 
<p>2</p> <p>Voeg aardappel of peulvruchten toe.</p> 	<p>2</p> <p>Snij restjes groenten klein en voeg toe.</p> 	<p>2</p> <p>Mix met ei, kruiden en eventueel wat melk.</p> 	<p>2</p> <p>Voeg restjes groenten toe.</p> 
<p>3</p> <p>Voeg water & kruiden toe en pureer.</p> 	<p>3</p> <p>Breng op smaak met dressing, kruiden & croutons van oud brood.</p> 	<p>3</p> <p>Bak mengsel 15 min. aan beide kanten gaar in pan.</p> <p>Lekker op brood!</p> 	<p>3</p> <p>Mix met noodles of rijst.</p> 

Smart cooking

- Measuring cup - portions pasta and rice
 - Use for several products: rice, risotto, couscous, macaroni, rigate, spaghetti and water
 - > 1 million distributed by supermarkets and other channels
 - Helps 77% of users reduce waste




Smart storing (1)

- Digital storage guide
 - Info on 2,000 products
 - Open pack:
 - Storage advice
 - Keep fresh for longer
 - Deterioration marks
 - Closed pack:
 - Info different expiration dates

Hoe lang kun je een geopend product bewaren?

Aardbeien

Bewaaradvies voor dit geopende product ⓘ

1-3 dagen
in de koelkast

8-12 maanden
in de vriezer

1 dag
op de fruitschaal

Bewaartip voor dit product
Aardbeien kun je langer bewaren door de kroontjes te laten zitten. Zorg dat ze niet vochtig worden, leg ze eventueel op keukenpapier om vocht te absorberen.

Hoe weet ik of een product niet meer goed is?
De aardbeien zijn slap of beschimmeld. Bederf herken je snel door goed te kijken, ruiken of proeven.

Smart storing (2)

- YES/NO fridge sticker
 - > 2 million distributed via supermarkets, greengrocers, municipalities and others
 - 64% users indicate better storing of products



Social media and apps

- Frequent posts on Facebook
- Recipe app (launching this summer)



Working together



**UNITED AGAINST
FOOD WASTE**



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Concluding

- Integrated guidance: healthy, sustainable and safe
- Smart buying, cooking and storing
 - Practical tools
 - Closing gap between intention and action
- Combining forces
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