

Food waste: Identifying critical areas of concern

Food Waste Industry-meets-Science
workshop
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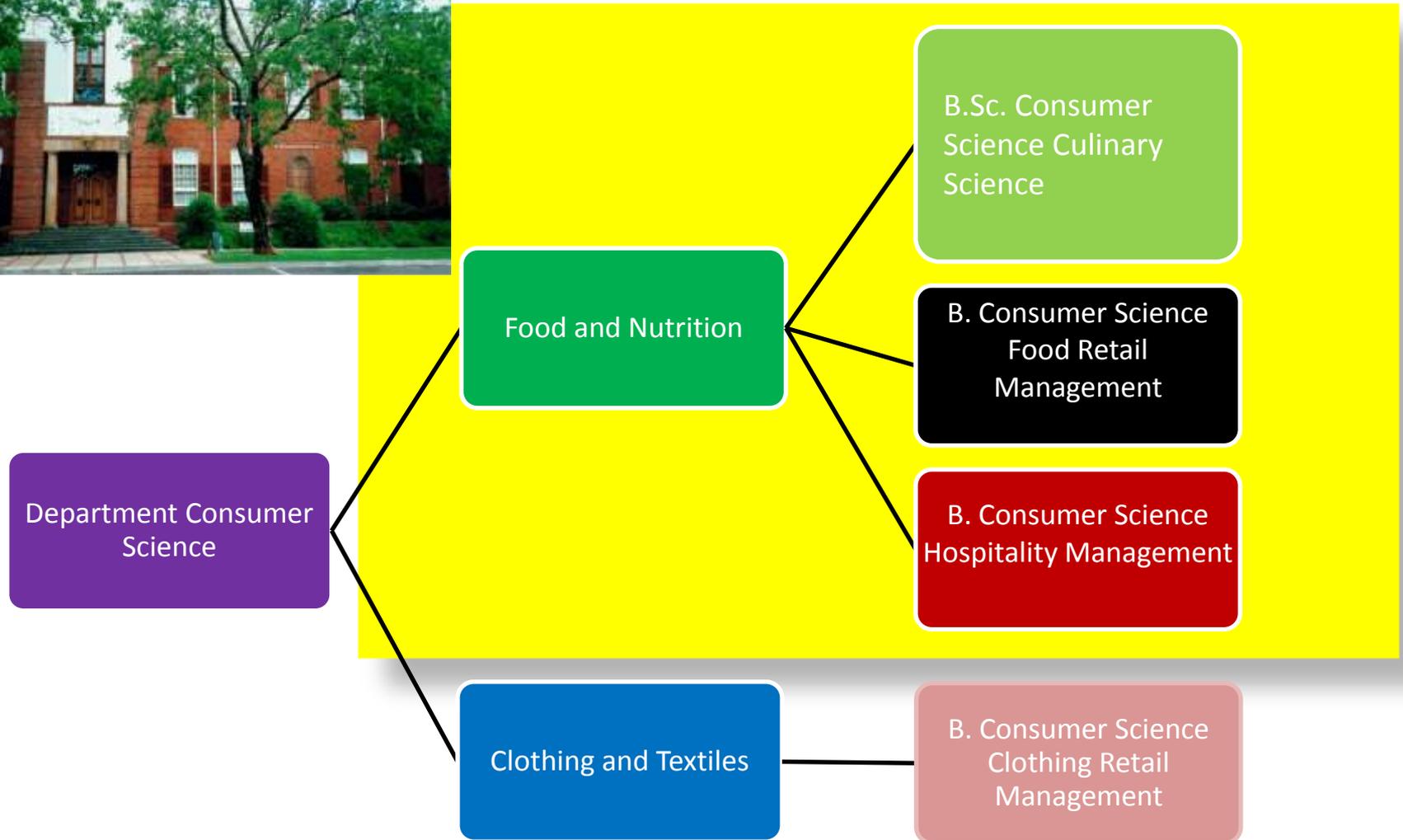


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Overview of current food waste activities

- Consumer behaviour
 - Awareness, knowledge, attribution of blame, mitigation strategies, motivational and contextual circumstances , reasons for wastage
 - Household stream, influence of various demographic characteristics
 - Self reported wastage figures
 - Consumers perception about food safety and how it leads to waste at home and retail
- Changing cultural patterns
 - Development, urbanisation and acculturation
 - Loss Indigenous foods

Overview of current food waste activities

- Industry pre-consumer stages: Manufacturing, Retail and street vendors
 - Awareness, knowledge, current logistics and practices, attribution of blame and mitigation strategies
 - Identifying critical areas of concern within the supply chain – CHEP
 - Hospitality industry: Waste in large scale food production, QSR supply chain, Ethical food production
 - Food waste as a concern in terms of food safety
 - Food waste amidst concerns about food security
 - The influence of date labelling
- ELSA
 - Crocodile meat industry – NPD as an alternative protein source = food security

Overview of current food waste activities

- Undergraduate projects
 - Defining food waste: a consumer perspective
 - Waste observation amongst households: Food Diaries
 - Critical assessment of the QSR supply chain
 - Investigation of current retail merchandising practices in the fresh produce section
- Post graduate projects
 - 4 Masters
 - 2 PhD's
- Methodologies
 - Quantitative and qualitative



Obstacles to food waste management

- Ignorance - Basic awareness
 - What, Why and How
 - Consumers are detached
 - Those who try get little support, infrastructure is lacking
 - Industry programmes, hap-hazard management, lack proper guidelines
 - Little motivation....wanting an incentive
- Competitive society, retail and government
 - Materialism, consumerism, conspicuous consumption, idealistic demands. This is indeed the century of the self
 - South Africa's growing middle class



Opportunities for reducing food waste

- Consumers are an untapped goldmine
 - Once informed they are eager, willing and reckon they are best equipped...
 - Areas to focus on: Shopping habits – unrealistic demands, better planning, food prep, interpretation of date codes, packaging, ultimate waste disposal
- Holistic approach is crucial
 - Provide support and guidance
 - Provide consumer awareness programmes / facilitation and target it accordingly ... different types of knowledge gaps
 - Revise current marketing strategies – nudge the consumer to revert back to a citizen

Current gaps in knowledge

- Hush-hush mind set
 - Sensitivity of the issue
 - Both retail and consumers
- Lack of a proper definition
 - To date no concrete definition regarding waste, which is a problem when trying to investigate
- What is the impact or consequences of food waste
 - Create more awareness
- What is the actual figures
- Better implementation and monitoring of waste management principles, practices and consumer facilitation
- ...



THANK YOU

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