

People waste food because they buy and cook too much, and don't store food correctly

When we asked people why they wasted food, participants gave a number of reasons under the broad food-related categories of buying, cooking and storing. Some of the most popular responses within each category are in the table below.

	Behaviour	% of respondents
Buying	I think I need more than I actually do	61
	I'm tempted by special offers	44
Cooking	I prefer to serve too much rather than not enough	48
	I find it hard to estimate how much to cook per person	32
Storing	I'm unsure about the best way to store different types of food	60
	I forget about leftovers	63

Who wastes the most food?

While we all waste some food, the top three food wasting groups in NSW are young consumers (aged 18–24), higher income households (incomes more than \$100,000 per year) and families with children. On average these groups waste \$24.90–\$26 worth of food per week.

Young consumers are:

- more likely to feel that a busy lifestyle makes it hard to avoid wasting food
- more likely to throw away food that has passed its 'best before' date (regardless of quality)
- less likely to consider whether food will be eaten (at time of purchase)
- less likely to shop to a set budget.

Households with incomes more than \$100,000 per year are:

- more likely to make extra just in case
- more likely to use leftover food for other meals
- less likely to have members of the household eat the same meal
- less likely to consider portion sizes when cooking.

Families with children are:

- more likely to do one large shop
- more likely to buy items on special and in bulk
- less likely to check 'best before' and 'use by' dates when shopping
- less likely to make meals from assorted ingredients that need using up.

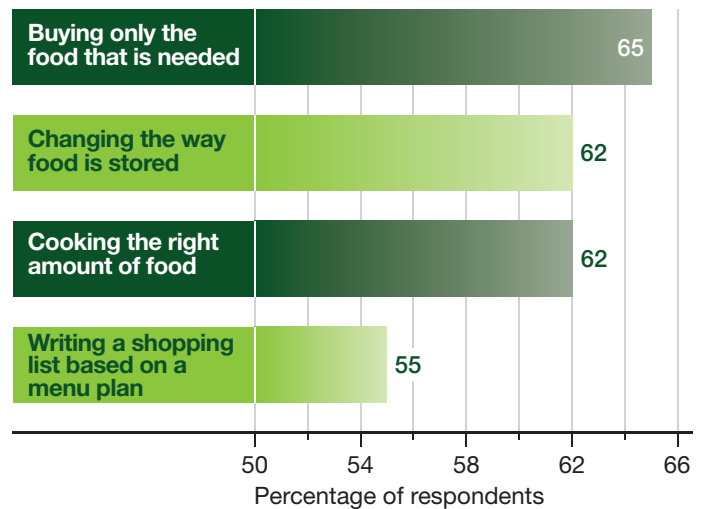
People are prepared to take steps to reduce food waste

Respondents were asked which actions they would be willing to take to reduce food wastage in their household.

Respondents acknowledged that they are:

- willing to **buy** only what they need
- **cook** only what they need
- change the way they **store** food
- **write a shopping list** based on a menu plan.

Actions that respondents are willing to take



Love Food Hate Waste

To tackle household food waste, the NSW Government has developed the *Love Food Hate Waste* program. The program aims to raise awareness about the environmental and financial impacts of food waste in NSW and to reduce the amount of 'good' food being sent to landfill. By promoting easy and practical solutions for buying, cooking and storing food, *Love Food Hate Waste* will help the NSW community to prevent food waste, save time and money, and reduce our impact on the environment.

For more information, please visit lovefoodhatewaste.nsw.gov.au

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