

Food Smart

About the program

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What is Food Smart?

- Households:
 - sign up
 - measure their food waste
 - use the kit
 - complete surveys
 - receive emails.



Key stats

- 670 sign ups
- 18.9% completion rate
- 91% more aware of food waste
- 89% reduce food waste
- 89% improved skills
- 78% saved money



Habits gained Vs most useful

- Gained
 - using leftovers
 - considering portions
 - meal planning
 - food storage
 - shopping with a list
- Useful
 - meal planning
 - considering portions
 - food storage
 - shopping with a list
 - using leftovers

Areas of interest for households

- Food storage
- Using up leftovers
- Portions
- Meal planning
- Shopping to a list



STEP 5

KEEP IT FRESH



Storing food correctly will help you:

- Keep food fresh for longer
- Reduce your grocery bills
- Preserve food nutrients



SMART IDEAS

- 1** Follow storage instructions to store food correctly.
- 2** Use airtight containers, freezer bags or bag clips to keep food fresh for longer.
- 3** Store leftovers in freezer if they won't be eaten within 2-3 days.
- 4** Keep herbs fresh by storing in a jar of water or covering loosely with a plastic bag in the fridge.

SMART ACTIONS

-  Invest in quality airtight containers to store food in family or single-sized portions.
-  Use containers or wrap food in foil to lock in freshness and avoid freezer burn.
-  Pop a paper towel into containers of fruit and vegetables to absorb excess moisture and help keep them fresher for longer.
-  Extend the shelf life of most fresh or cooked foods by freezing them.

Great work!

With fresher food and leftovers, you're ready to make great meals in Step 6.





Barriers to learning behaviours

- Forgetting
- Impulse
- Lack of organisation
- Lack of time
- Cost
- Habits
- Knowledge
- Uncertainty



Sign ups

- Different activities
- 70% partners – easy to explain program
- Desire to sign up – help environment and learn to waste less
- Barrier to signing up – program too complex



Food Smart Kit

- Action cards
- Menu planner/
shopping list
- Shopping bag
- Bag clips
- Food huggers
- Tea towel



The **FOOD Smart** Program

MEAL PLANNER & SHOPPING LIST

To find out more tools, please visit
LOVEFOODHATEWASTE.NSW.GOV.AU/FOOD SMART

NSW EPA LOVE FOOD hate waste

1. Plan with what you have

2. Add to the list as you go

3. Take a photo of your list before shopping

MY MEAL PLAN:

MON _____

TUES _____

WED _____

THURS _____

FRI _____

SAT _____

SUN _____

MY SHOPPING LIST:

Food waste study

- Pre and post food waste study
- Fridge clean out
- Collection of food from two normal days
- Avoidable and unavoidable food waste collected
- Collected in our Food Study Bag or households own container



Surveys

1. Eligibility
2. Current state
3. First food waste study results
4. Second food waste study results
5. Post journey





STEP 1

KNOW YOUR WASTE

A food waste review helps:

- You to understand your food waste
- Us to monitor NSW food waste levels
- You to reduce your food waste

SMART FACTS

- 1** The average NSW household wastes nearly \$4000 a year.
- 2** We throw away 800,000 tonnes of food to landfill every year.
- 3** The NSW EPA's Food Smart Program helps you save money and reduce food waste.
- 4** Most people underestimate how much food waste they generate.

Visit lovefoodhatewaste.nsw.gov.au to find out more on the food waste review and the facts.



SMART ACTIONS

✓ Collect your food waste in a container or the bag provided. Record the waste as per the table below.

Fridge clean out (How full? ¼, ½, ¾, full) _____

| Food waste collection | | Day 1 | Day 2 |
|---|---------|-------|-------|
| Number of people for meals | Breakly | | |
| | Lunch | | |
| | Dinner | | |
| How full is your food waste (¼, ½, ¾, full) | | | |

✓ Follow The Food Smart Program for two weeks. Repeat the food waste review to see how much food waste you have reduced.

Great start!
Now you know your waste, start saving money by beginning the food smart journey at Step 2.







Communications

1. Welcome – outline of the program and survey one
2. Understand your food waste – first food waste study
3. How's the journey going? – encouraged to use kit and practice behaviours
4. Changes to your food waste – second food waste study
5. Thanks – final feedback and stay in touch

Contact us

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