

### **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





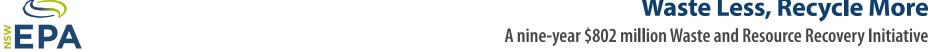
## **Barriers to learning behaviours**

- 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 to complex









A nine-year \$802 million Waste and Resource Recovery Initiative

#### **Food Smart Kit**

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







## 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





#### **Waste Less, Recycle More**

A nine-year \$802 million Waste and Resource Recovery Initiative

## **Surveys**

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





#### **Communications**

- 1. Welcome outline of the program and survey one
- 2. Understand your food waste first food waste study
- 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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