



SUSTAINABILITY AND FOOD WASTE

WRAP-UP OF THE DAY

Klaus G. Grunert

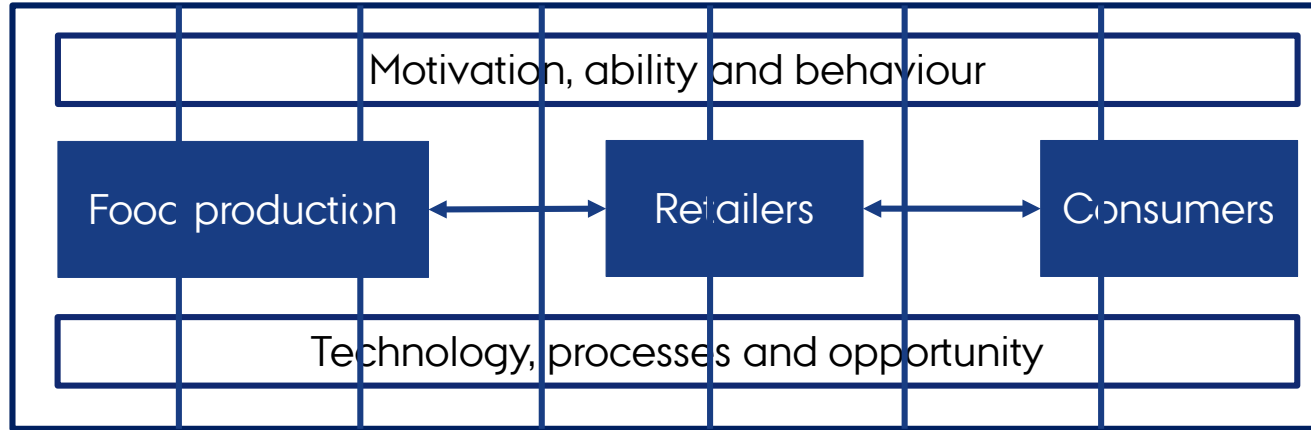
MAPP Centre, Department of Management, Aarhus University



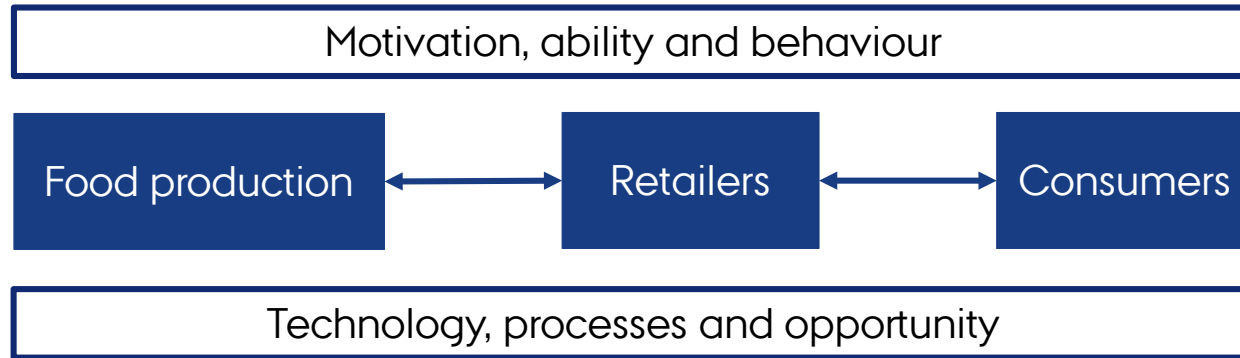
MAPP CENTRE – RESEARCH ON VALUE CREATION
IN THE FOOD SECTOR
DEPARTMENT OF MANAGEMENT
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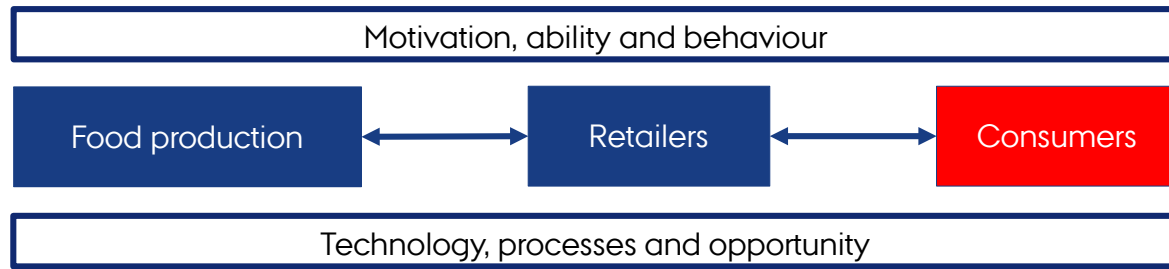
FOOD WASTE: A QUESTION OF COOPERATION

Segments!!



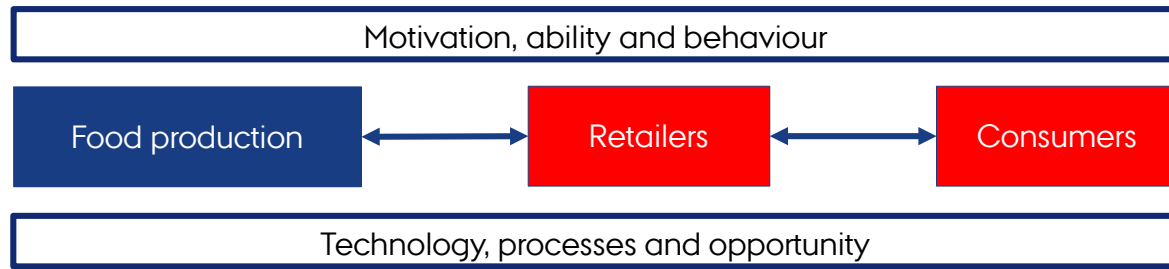
FOOD WASTE: A QUESTION OF COOPERATION





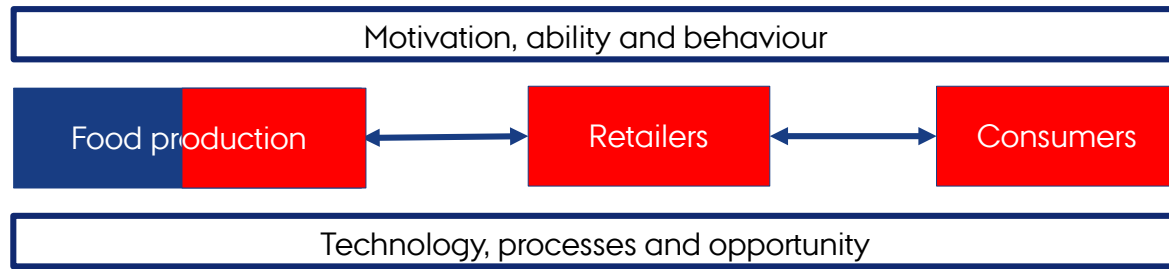
Consumers

- Behaviour in the household reducing food waste (planning, purchasing, storage, preparation, serving/portion sizes, use of remains...)
- Consumer motivation and ability to change daily routines
- Learn from attempts to change consumer behaviour in related areas, e.g., healthy eating
- Nudging and empowerment – creating the right environment



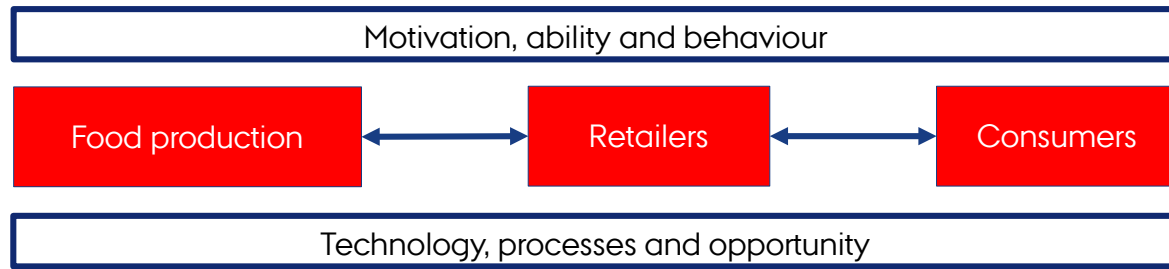
Consumers and retailers

- Communication with consumers – date labelling
- Development and implementation of food standards – shape, appearance
- Active use of pricing to encourage purchasing of otherwise wasted food and discourage over-stocking of food
- Alternative uses of food waste
- Alternative channels of distribution



Packaging – multiple roles

- To increase shelf life
- To protect food also after purchase
- To help dispensation and storage in the home
- To communicate about safety of food



- Use of sidestreams – from waste to value
 - Valorization of products – value to whom?
 - Consumer acceptability of consuming ‘waste’
- Changes in dietary patterns
 - Meat substitution, fish farming



We hope you enjoyed the conference
and hope to see you next year!

The whole MAPP team at Aarhus University



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