

# AWARENESS RAISING

FOOD WASTE REDUCTION:  
MAIN INITIATIVES AND PUBLIC POLICIES  
IN EUROPE AND US

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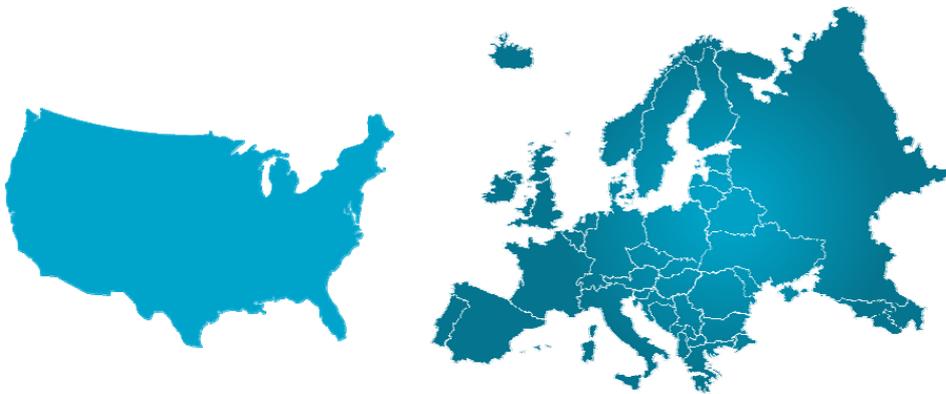


# FOOD WASTE REDUCTION: MAIN INITIATIVES AND PUBLIC POLICIES IN EUROPE AND US (2014)



**AWARENESS RAISING**  
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Food Waste in Western countries occurs mainly at consumption level, where about the 30% of food that people buy for their consumption at home or eat at restaurants get wasted.

The main cause lies in some incorrect behaviors of consumers, such as: poor pre-shopping planning, in-store behaviors (impulsive purchases), not understanding the differences between use by or best before date, storing food incorrectly, and serving too big portion size.

US data on food waste are still more alarming (40% of food is wasted at consumption level), but public policies and social marketers are already committed both at National and at Local level to tackle it.

One of the main initiative at National level is US Food Waste Challenge, promoted by US Department of Agriculture (USDA) and the US Environmental Protection Agency (EPA) with the goal of involving all the actors of food supply chain (producer, manufacturers, retailers, communities) in order to raise awareness about food waste and stimulate efforts to reduce, recover and recycle it. The final output will be to have as much as best practice in order to promote them along the food chain. The EPA Food Recovery Challenge works close to the US Food Waste Challenge and requires participants to set specific quantitative food-waste goals and then works with them to measure progress and attain targets.

Feeding America is a one of the main charitable organization that distributes 1.3 million tons of food to over 37 million Americans with low income (14 million children and 3 million seniors); the food recovered comes from 200 food banks scattered all over the country.

One interesting initiative that is about to be launched at local level is Daily Table, a grocery shop based in Boston and created by former Trader Joe's President Doug Rauch, that will retail still safe food that has pasts its sell-by date at discount price.

In Europe, Great Britain is greatly involved in reducing food waste among households. Its main initiative is called WRAP and has the aim of helping businesses and individuals to reduce waste, develop sustainable products and use resources in an efficient way. They also are involved in advancing the literature on the phenomenon, launching report and statistics regarding the state of the art of food waste. They also created Love Food, Hate Waste, a National campaign that raises awareness on food waste among consumers and help them with practical information on how to reduce it.

At business level Tesco has pledged to use its position as one of the world's largest retailers in order to affect social change on the matter of food waste. It is reconstructing its promotions in order to avoid "Buy One Get One Free" and other promotions that enhance food waste. Moreover Tesco is sending food past its "Best By" dates to charitable organizations that then distribute it to people in need.

In France the ADEME campaign (promoted by the French Environment and Energy Management Agency) has the aim to fight against food waste while informing families about the production of waste and preventing this phenomenon through a change in individual behavior. The campaign offers also practical advices to reduce food waste especially at purchase and home consumption stages.

The National Plan Nutrition Sante emphasizes among students at secondary schools the link between agriculture, nutrition, environment, and health. It also raises awareness among them regarding the amount of wasted food in school canteens and cafeterias.

Italy has been recently committed at institutional level against food waste and will have its dedicated National Plan on food waste prevention. The group that is writing the plan is led by Andrea Segré, professor at the University of Bologna, founder and president of "Last minute market" and promoter of the European campaign "One year against waste".

Last Minute Market is a well-known organization recovery unsold/un-marketable goods and give to charitable organizations. Similar to this we can also mention the food bank Banco Alimentare that collects surplus of food from agriculture, industry, large-scale retailers, and franchise restaurants, and redistributes it to organizations that deal with aid and assistance to the poor, the marginalized and, in general, to all those in need.