



**APPRECIATE YOUR  
FOOD AND  
#REDUCEFOODWASTE**

**GUIDELINE FOR CONSUMERS  
2019**



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TAKING **COOPERATION** FORWARD

## **ABOUT THE PROJECT**

STREFOWA – Strategies to Reduce and Manage Food Waste in Central Europe is a three-year project in Central Europe to find and design new ideas dealing with food waste. Our aim is to reduce food waste or to treat it in a better, more useful way, along the whole supply chain.

>>> [reducefoodwaste.eu](http://reducefoodwaste.eu)

## FOREWORD

An area the size of two Australias is farmed for food that will never make it onto our plates. In addition, we lose valuable and scarce resources such as soil and water. Due to massive losses at the household level, consumers have a special responsibility. We are facing a problem that can only be resolved if each and every one of us acts differently and appreciates the value of each and every food.

*Hildegard Aichberger / Initiative MUTTER ERDE / Austria*



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## ABOUT THIS GUIDELINE

The lifecycle of food ideally follows a continuous circle. Food gets produced, harvested, processed, marketed, distributed, purchased, consumed and managed as waste. This entire lifecycle is also called the food supply chain, with each step in the chain represented by a separate sector: primary production, food processing & marketing, retail, food service and consumers and waste management.



*Figure 1: Food Supply Chain*

Along the entire food supply chain – in each step and each sector – food is wasted, e.g. on the field during harvest, broken or spilled in the processing, left over in retail and food service and not consumed by final consumers. Food waste is therefore not a problem of one single sector; it is rather the cumulative effect of interlinked conditions. As the sectors often work hand in hand and interact in many ways there is a high potential to tackle the problem of food waste. Solutions encompassing several sectors or even across the entire food supply chain should be considered. Food, which might not be able to be used in one sector, could be an interesting resource for another one. This cross-sectoral cooperation is a core aspect of this guideline.

The guideline points out the aspects of individual responsibility and possible adaptation among one's own business. It shows internal and external reasons and problems causing food waste in a defined sector. Benefits, which are not exclusive for one specific sector, are collected. All presented ideas, sector specific and cross-sectoral ones, represent possible solutions how food can be used and treated instead of being wasted.

## **THIS GUIDELINE AIMS:**

- to support consumers with ideas and suggestions
- to prevent avoidable food losses at home on one hand and on the other it will provide consumers with the necessary knowledge
- to support other sectors along the supply chain.

## **BENEFITS OF TAKING ACTION AGAINST FOOD WASTE AS CONSUMER**

- Save money
- Be a better cook
- Get to know your community
- Protect the environment
- Become a role model – inspire others



# ABOUT FOOD WASTE

## WHAT IS FOOD WASTE?

**Food** is defined as any substance — whether processed, semi-processed, or raw — that is intended for human consumption including any substances that have been used in the manufacture, preparation, or treatment of food, excluding drinks.

**Inedible parts = unavoidable food waste:** refers to components associated with a food that in a particular food supply chain are not intended to be consumed by humans. This is food thrown away that has not been edible under normal circumstances for most of the inhabitants. Examples could include bones, rinds, or pits/stones. On the contrary, avoidable food waste comes from originally edible parts.

**Food waste** (including food loss) refers to food, as well as associated inedible parts, removed from the food supply chain. That means they are not used for normal human consumption.

<b>Inedible parts (Bones, skins...)</b>	<b>Non-avoidable</b>
<b>Preparation residues (skins, ...)</b>	<b>Non-avoidable</b>
<b>Consumption residues</b>	<b>Avoidable</b>
<b>Partially consumed food</b>	<b>Avoidable</b>
<b>Entirely uneaten food (as purchased, whole, unopened)</b>	<b>Avoidable</b>

## WHERE DOES THE FOOD WASTE OCCUR?

Food waste occurs along the entire supply chain; wherever food is produced, processed, traded or used.

## WHAT AMOUNTS ARE WE SPEAKING ABOUT?

Exact amounts of food waste are not known, as reliable data is scarce, due to data collection difficulties. Estimates range from 20–30 % loss of our total food production. Some countries waste up to about 50 % of the food production. Despite the inconsistent data situation, food waste is present in all areas of the food supply chain, with visible impacts.

## WHAT ARE THE CONSEQUENCES OF FOOD WASTE?

Food waste accounts for 3.3 gigatons of CO<sup>2</sup> emissions (cf. FAO, 2011). Huge quantities of water in production and processing are wasted on unconsumed food; moreover, food production uses large areas of agricultural land. Consequently, this causes negative impacts on biodiversity, soil, ground water and much more. From an economic point of view, both the direct and indirect costs of discarded food must be considered, e.g. caused by superfluous transport, infrastructure etc.

Every nation has individual legal acts which directly or indirectly lead to as well as prevent the generation of avoidable food waste. While hygiene guidelines, packaging standards as well as market norms will often lead to increasing food waste amounts, food donation regulations can help to decrease the amounts wasted. In addition, public and private food waste prevention and management activities aim for reducing food waste via practical implementations or education, covering different areas, target groups or food types.

Despite these efforts, the food waste problem still exists, and further steps need to be taken – in all sectors. In a first step, the problem needs to be considered in detail and ideas and approaches have to be developed.

Individuals as well as groups can become active in their working environment and their communities. This guideline does not represent a general viewpoint but addresses parts of the supply chain to highlight practical approaches.





## FACTS & FIGURES ABOUT FOOD WASTE

According to the project FUSIONS, which provided first data and specific estimates on food waste in the EU-28, the amount of food wasted along the full supply chain equals about 20 % of the total food produced in Europe. Households generate more than half of the occurring food waste. In total, that sums up to about 46,5 million tonnes each year, which equates to 173 kg per person (Stenmark et al, 2016).

Household food waste is especially hard to measure because there are different disposal paths that must be considered. Food waste gets disposed of through residual waste or organic disposal, but will also be home-composted, fed to animals or just be disposed of through the sewer system. It is estimated that about 75 % of household food waste in the EU– 28 member states ends up in municipal waste streams while 25 % will be disposed via other paths (Stenmark et al, 2016).

There are no existing reliable figures for all European countries. An analysis conducted in Austria for example shows that up to 25 % of the residual waste is organic waste. In Austria, the most frequently wasted product groups are bread and pastry, fruits and vegetables and dairy products. Further existing studies concur, showing that the composition of food waste in other European countries is similar (Jörissen et al, 2015).

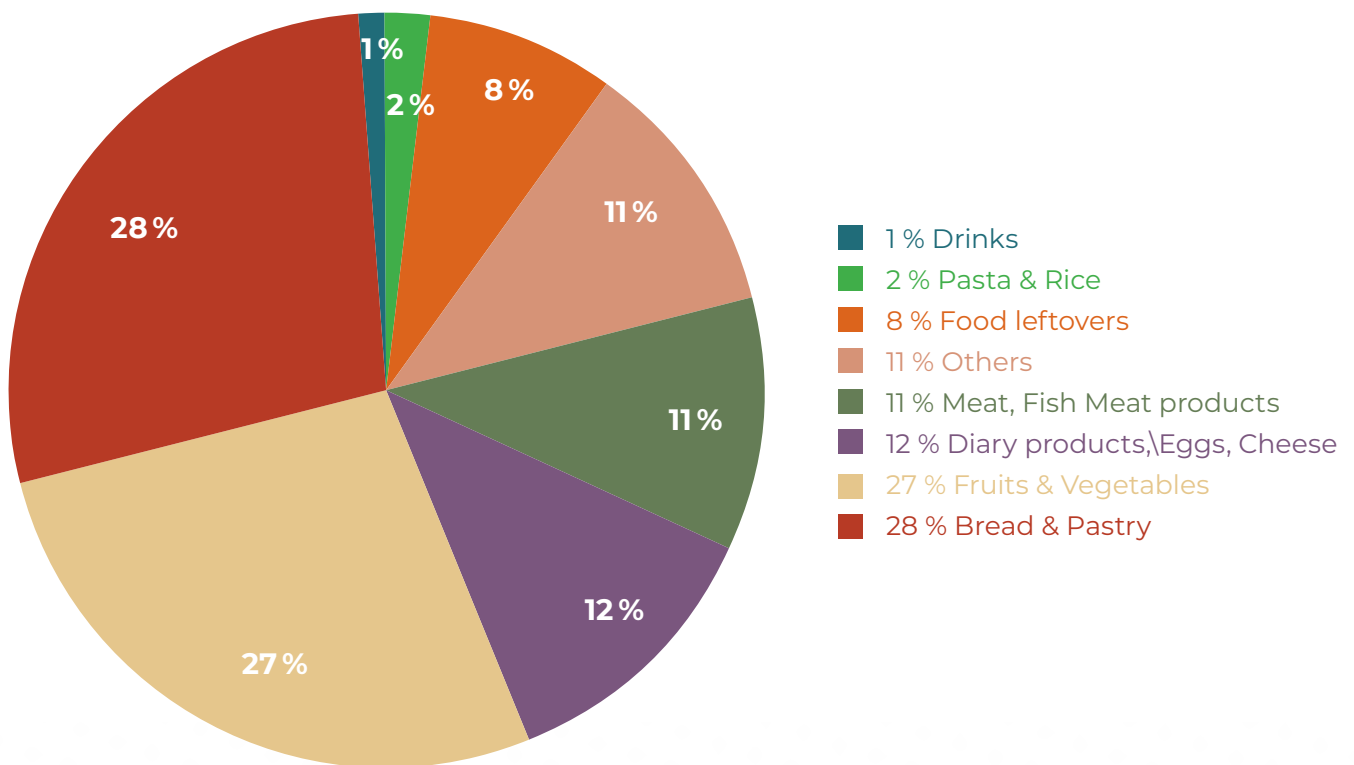


Figure 2: Composition of avoidable food waste in Austria (Schneider et al, 2012)







# REASONS: WHY FOOD BECOMES FOOD WASTE

## MOST CURRENT ISSUES ARE:

### Not keeping track of stock at home

Losing the overview of the food stock (shelf, fridge, freezer) at home often leads to food waste generation.

### Shopping behaviour

Certain shopping behaviours like buying too much, not sticking to a shopping list or shopping when hungry can lead to amounts of food at home that are not easy to handle.

### Too much prepared, cooked or served

Leftovers regularly occur in every kitchen – sometimes plans change for different reasons, sometimes consumers lack the ability to calculate portion sizes or are short of creative ideas for leftover recipes. Be careful about discounts or large amounts of fruits and vegetables that naturally cannot be eaten all at once or have a very limited shelf life.

### No ideas for cooking

Consumers often lack ideas on how to best prepare dishes with the food available in their homes, which is important both for leftovers as well as for unopened food.

### Accidents

Small accidents like burning food, over-salting food or overcooking may lead to food waste generation.

### Personal preference

Avoidable food waste sometimes occurs in connection with certain country specific habits, traditions or recipes. Another factor is taste preferences.

### Wrong storage / treatment of food

Food is often stored under suboptimal conditions, which will decrease its shelf life partly drastically.

### Missing knowledge about preservation methods

For our ancestors, preserving food was vital for survival, and even for people nowadays, it is necessary to know how different preservation methods work. Unfortunately, this knowledge has been vanishing more and more in the last years. Today these methods are often associated with a big amount of work.

### Lacking awareness and knowledge about environmental and social impacts of food waste

Food from all parts of the world is fully accessible 24 hours a day. The growing estrangement between consumers and food producers along the food value chain leads to a less appreciative way of dealing with food and will leave consumers unaware of environmental as well as social impacts.

### False interpretation of date labels

The increasing orientation towards expiration dates as well as the misinterpretation of this information leads to the generation of avoidable food waste.





## **SOLUTIONS: WHAT CAN I DO?**

To support the idea, that every sector dealing with and using food is connected, the solutions are shown in their context:

### **WHAT CAN I DO TO REDUCE FOOD WASTE**

First of all, it is good to know what is going on in your home. Do you know which food products you throw away most often? How much? Are you more likely to throw away cooked food? Do you know why food waste occurs in your home?

If you check this on a regularly basis you can point out some problems for sure and identify specific solutions.

#### **Keep track of the food you have at home**

Don't forget to check your shelves, fridge and freezer before you go shopping! Make sure that you do not only check the first row of food items, but also watch out for food that may have disappeared in a corner of your fridge or shelves. Try to have an area in your fridge that is dedicated to food items that need to be eaten first because they will expire soon or need to be finished first, e.g. an opened yogurt.

#### **Shop smart**

##### **Plan your meals**

Plan what you want to eat in the next day(s). Check your food at home and find out what you really need to buy. Perhaps you can plan your meal according to the items you have at home, especially those that should be used soon.

##### **Buy less more often**

Huge hypermarket shopping is likely to feed the kitchen bin. Plan only a few days in advance and try to stop by at a shop more often to buy small amounts of fresh products. This also helps when you are likely to expect changes of your weekly routine.

##### **Use a shopping list**

Write down a shopping list. Sometimes it is not easy to remember what you really need for your planned meal once you are at the store. Try to stick to your shopping list and don't buy too many extra items.

##### **Don't shop hungry**

Never be hungry on your shopping trip. It's hard to resist offers in the shop when the stomach rumbles. You might also buy much more than you actually need. If you cannot avoid a hungry shopping trip, try to be aware of it, use your shopping list and do not let your instincts betray you.

##### **Be careful with special offers**

Be careful with special offers. When you need only one pepper, don't buy three! This applies to all "buy one – get one free"–, multipack–, family pack – or discounted products. Buy only what you will eat. Do you know how would you cook this discounted vegetable? Or this special offer product? If you have a recipe in mind, then go for it! If not, you will probably not know three days later either and the produce will only go to waste. Do not worry, offers will not go away and supermarkets are going to offer something every time.

#### **Be curious and open to other sources of food supply**

Where can you get your food from? Is there an alternative to your well-known supermarket? Maybe a farmers market provides the possibility to buy the exact amount you need instead of prepacked items.

Take a look at: direct sellers, farmers markets, food sharing points, your garden, food coops, etc.

## Cook smart!

### Cook the right amount

Using the right amount of ingredients when cooking for multiple people can be tricky. You want to make sure nobody is leaving the table hungry but excessive amounts might lead to food waste. How to prepare the right amount of side dish?

Numerous apps and websites exist that will assist you in finding the right portion size not only when making small portions, but also when cooking for numerous guests. Moreover, they will help you with your shopping list calculations!

Try to use these little helpers several times to get a feel for the right portion sizes in future.

### How much to cook for one person:

soup (cup, plate)	250–300 ml
soup (stew, main course)	400–500 ml
meat (without bones)	125–200 g
meat (with bones)	200–250 g
meat (for stews)	100–120 g
fish (ganz)	250–300 g
fish (filet)	175–200 g
chicken (without bones)	125–150 g
potatoe (unpeeled) – side dish	200–300 g
potatoe (peeled) – side dish	150–200 g
mashed potatoes	150 g
rice, couscous and other cereals – side dish	60–80 g
noodle – main course	120–150 g
noodle – side dish	50–80 g
beans, lentils, and peas (stew)	ca. 80 g
vegetables (after cleaning) – main course	400–600 g
vegetables (after cleaning) – side dish	200–250 g
salad – potatoes, tomatoes, cucumber	120–150 g
salad – green salad	80 g
salad – dressing	30 ml
fruits (fresh)	125–150 g

Attention: whole grain products have a higher saturate rate – reduce the cooked portion





### Try new recipes

Get creative with your leftovers and other ingredients you have at home. Don't be afraid to try new things, even if you don't have a recipe, you can aspire to become a better chef – every day!

### Let us give you a helping hand for first ideas

- **Leftover mashed potatoes** – potato soup
- **Old white bread and baguette with tomatoes** – bruschetta
- **Cheese leftovers** – use them to gratinate
- **Rice, noodle leftovers** – fry them with egg and vegetable leftovers
- **Tomato sauce leftovers** – tomato soup

### Eat your leftovers

Some dishes even taste much better a few days later – e.g. goulash, brownies.

Especially if you refine them a little bit, you have a quick new menu.



## Extend your food's shelf life

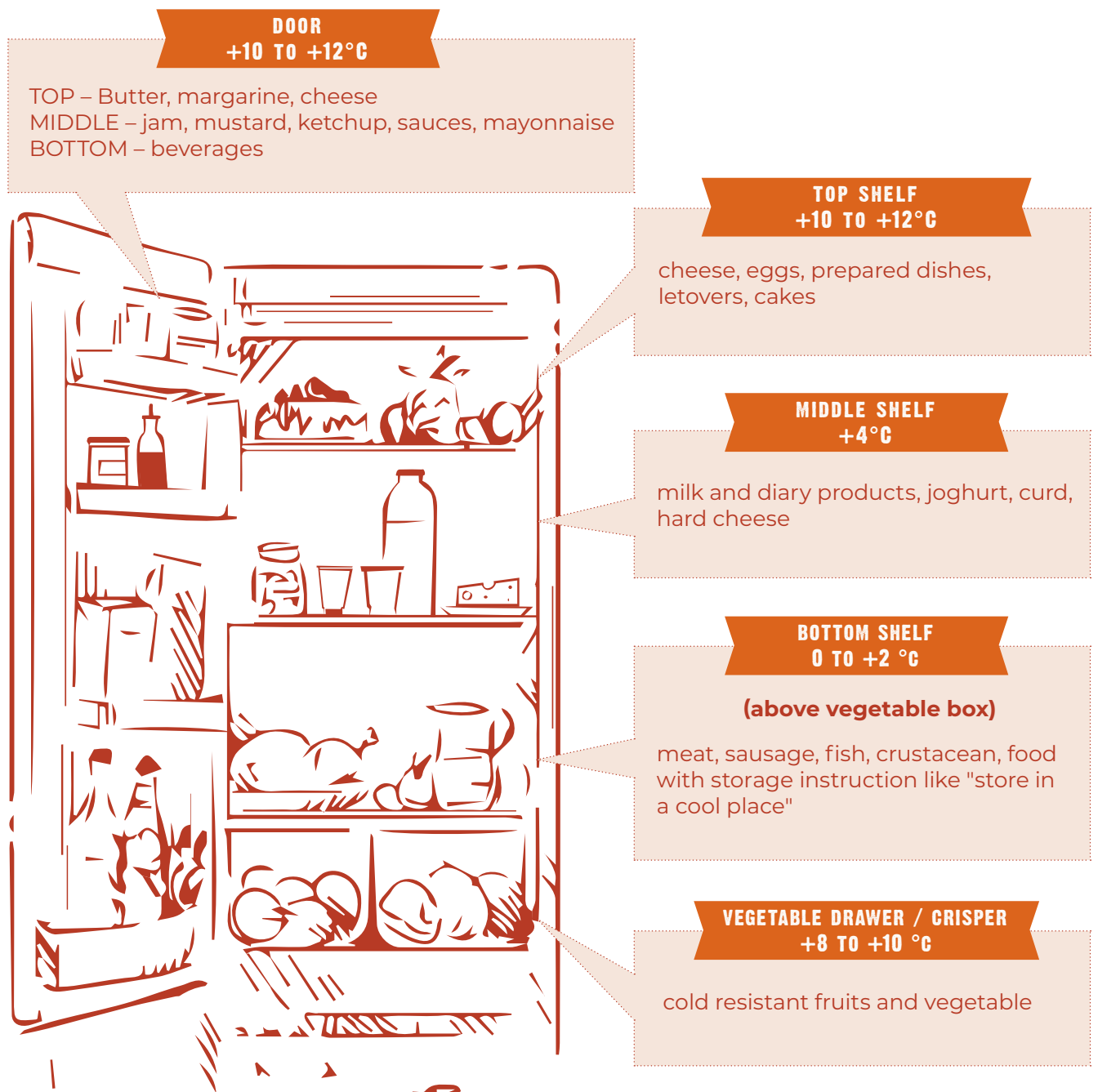
### Store food correctly

Right storage is very important to keep food items fresh and edible as long as possible. For example, some fruit varieties may last 5–10 times longer in the fridge than at room temperature.

#### Several factors can influence your food's shelf life:

- The speed and nature of food spoilage in general is essentially influenced by the following three factors. First are so called **internal factors** that depend on the physicochemical properties of each food product. These are the respective ingredients, water activity, pH value, redox potential and texture. Another important aspect are the **manufacturing factors**. They indicate how the particular food was processed and / or preserved. The third important point can be summarized as **external factors**. This category includes the temperature at which the food is stored and the relative humidity and gas atmosphere of the storage room (Krämer, 2011).
- **Fruits and vegetables:** Temperature and relative humidity are important parameters as well as the consideration of the ripening gas ethylene. Most fruit and vegetable varieties profit from storage in the fridge. Inform yourself how the varieties you buy most often are stored correctly.
- **Bread:** Choose a closed air-tight container at room temperature for storage.
- **Dairy products:** Should be stored in the fridge, do not interrupt the cold chain longer than necessary.
- **Meat and fish:** Should be stored in the fridge, do not interrupt the cold chain longer than necessary.
- **Eggs:** Eggs don't have to be stored in the fridge. It is also possible to store them at a cool dark place. If you buy eggs that already have been cooled in the fridge, it is better not to interrupt the cold chain.
- **Oil:** It is necessary to keep oil in a dark, cool place – not near the oven/stove. Some will profit from storage in the fridge after opening.
- **Jam:** Store it at a dark, cool place at room temperature as long as it is still originally sealed. After opening, store it in the fridge. Always use clean cutlery.
- **Do you often battle parasites/pests in your kitchen?** Closed containers for every food you store will help you to get rid of them soon!





### Make your own jams, chutneys or mustards

Gelling aid, sugar and fruits – that are basically all the ingredients you need to make a fantastic jam. But will that take you hours? No, it won't. On the contrary, it will take you about 30 minutes. So why waste fruits if you can prolong their quality and shelf life in such an easy way and get a delicious product!

#### Basic recipe:

- Wash fruits and – if necessary – remove cores and bruises. Cut in half larger fruits.
- Bring fruits with a pack of gelling aid and sugar (or use preserving sugar directly) to a boil in a large pan while stirring.
- Cook for another 3–6 minutes until the fruits are soft and the sugar has dissolved. Refine jam if you want to with: cinnamon, ginger, rum, vanilla, orange or lemon peel or juice.
- Fill the hot jam into clean glasses. Work very cleanly.

Maybe you don't like to cook a jam, have a look at chutneys, mustards, purees as well – another recipe will fit for the food you want to preserve.

## DRY STORAGE PLACES SUCH AS CUPBOARDS, PANTRIES OR CELLARS ARE SUITABLE FOR DRY FOOD LIKE:

### cereal products

flour, flakes, semolina, muesli, etc.)

### dried legumes

(beans, lentils, etc.)

### pasta product

coffee, cocoa, tea, sugar

honey, sirup, oil

unopened jams

food cans

### cold sensitive fruit and vegetables

(e. g. potatoes, tomatoes, aubergine, citrus fruits, bananas) should be stored in a cool room or cool place – max +18 °C

## Freeze it!

Yes, that is right – it is all about freezing. Use this amazingly simple method for almost all kind of food items:

- **Eggs:** Separate eggs and freeze in labelled containers. After defrosting in the refrigerator use only for cooked / baked food (shelf life: 8–12 months).
- **Meat and fish:** Meat and fish can be frozen easily. To maintain the quality, it is best to seal it hermetically to prevent it from freezer burn. Let it gently defrost overnight in the fridge! Label the meat before freezing (shelf life: fish 2–4 months, depending on the type of meat up to 12 months).
- **Fruits and vegetables:** Most of them can be frozen easily, but will not maintain their former consistency when defrosted. Therefore, some varieties require certain preparations like: blanching, removing cores, peeling, blending or pressing to freeze the juice. (shelf life: up to 12 months)
- **Side dishes:** Boiled potatoes, rice and noodles should NOT be frozen as their consistency changes when defrosted.
- **Dairy products:**  
Butter is suitable for freezing. (Shelf life: up to 6 months)  
Buttermilk, yogurt, curd cheese and kefir are NOT suitable for freezing.  
Hard cheese may be frozen, but the consistency changes when it is defrosted.  
Cream cheese is suitable but soft cheese should not be frozen.
- **Already cooked meals:** Sauces, soups, stews, desserts, cakes, pastries, quiches or prepared meats can be frozen easily. (shelf life: up to 6 months)

Don't forget to label your freezing bags and containers so you never lose the overview in your freezer.

## Don't be confused by expiration dates – trust your senses!

### Best before date

The "**best before date**" can be found on almost all food items: it shows how long your food will retain its specific properties and expected quality provided if stored correctly. This date is not about health safety but about product quality. This date often underestimates the real time for which the food is still safe and enjoyable to eat. It is up to you whether to discard your food immediately if it passes this date. Use your senses first. It well might be still good to eat. Check for yourself:

- Smells good
- Looks good
- Has a familiar texture
- Tastes good
- If necessary, get more information about things you are insecure about

## Use-By Date

The "**Use-By**" Date can be found on perishable food like meat or fish. This date is actually about food safety and ignoring this date is a health risk. Therefore, if you find a food item which passed this "use-by-date", you should better discard them to stay safe. The best way to dispose of it depends on your local waste management.

## No Date – food product without a "best before" or "use-by date"

This happens because expiration dates don't need to be put on all food items – especially fruits and vegetables, sugar, salt and other food items often aren't labelled. For your safety check the following things:

- Smells good
- Looks good
- Has a familiar texture
- Tastes good
- If necessary, get more information about things you are insecure about

Current analysis from Greenpeace (2017) shows a lot of food items will be fine and ready to eat long after the best before date has passed. Almost all tested products were still be absolutely enjoyable 14 days after the expiration date passed, some of them even up to 100 days and more! Dairies in Norway just established a new expiration date for their products, which is called "best before, but not bad after" (TheDailyMeal, 2018). This new name shall show the consumers that products can be used without a problem even when the best before date has passed.

## Special occasions – make the most out of it!

### Make a guest list

It is important to know not only how many people will attend but also know their likes and dislikes. Consider to ask your guests in advance – especially if you don't know some of them.

### Plan the portions needed

It is often hard to estimate how much food you need for many peoples– so trust calculations that already exist! There are APPs available for portion planning but also enough information about the optimum portion size of different products can be found on the internet.

### Cooking Party

Your guests are invited to bring along food or dishes. Take the responsibility and make sure how much they will bring vs. how much is needed. 20 guests can't eat 50 portions of desert.

### Christmas – Easter: Special tips for occasions that will last several days!

If you invite people and you already know they ate a lot the previous days – prepare less and light cuisine. Everybody will be thankful and nobody will starve – promise!

If you serve food, make smaller portions than usual. Often many things will be eaten in between (like cookies at Christmas or eggs at Easter).

### Take care of your leftovers

Freeze the leftovers and save them for later. If you are not sure you can freeze certain products just google it. You will find the information.

Take the food with you to work and enjoy it in the following days – maybe even your colleagues will be happy about some pieces of cake or a warm lunch.



Have some take-away boxes or at least plastic wrap at home that will allow your guests to take some food with them. From a zero-waste point of view, it is also recommendable to reuse some of the packaging you already have at home for wrapping up leftovers, like jars, ice cream or yogurt containers.

Creative ideas on waste prevention are often provided by zero waste bloggers. Find an overview on the European Zero Waste Network here: <https://zerowasteurope.eu/our-network/>

### **Think back & make it even better next time**

Try to improve every time and learn from past mistakes! Take the responsibility and become an even better host each time!

Have you ever hosted a party or any other event before? Have you been responsible for the food preparation? Try to remember:

What went wrong? What could you have done better? What would you like to repeat?

Which food tasted good and was loved by your guests? What kind of leftovers can you remember?

## **WHAT CAN I DO WITH FOOD I CAN'T USE MYSELF**

### **Share surplus food**

#### **Join food sharing initiatives**

Look for food sharing initiatives or apps that will work near your living area. If you cannot find any – maybe this is the right time to start one? We would love to see that!

#### **Share your harvest**

You own a wonderful fruit tree but you are totally overstrained with the harvest yield? You are not alone! Offer your food to your neighbours, contact local food banks or maybe you can find small companies taking care of overproduction – somebody will be very thankful for sure.

### **Use your vegetarian leftovers as domestic animal feed**

Feed domestic animals with your vegetarian leftovers. Not only pigs will be glad, maybe a rabbit, hamster, guinea pig is living in your neighbourhood? Also smaller farmers can use leftovers to feed their animals. Is there a farm close to you?

### **Start home-composting**

Leftovers are full of nutrients which can be used as compost. Do you have a garden? Great, get your own compost. Do you live in a flat? Don't worry, you can produce your own compost even in your flat or on your balcony with worm bins.

### **Use the separate organic waste collection system**

Leftovers are full of nutrients that should be used properly in communities – as biogas or compost. Use the separate organic waste collection system. Discard your leftovers as the companies ask for. Be aware that the waste has to be plastic free!

Some companies offer soil produced out of your leftovers – get it for your plants.

## **HOW CAN I HELP OTHERS TO AVOID FOOD WASTE?**

### **Buy non-marketable items**

It is possible to buy second quality items in some shops or from your local farmer or even food that has already processed. Food in unusual shapes and colours won't taste different – give it a try!

## **Buy discounted products that expire soon**

High aesthetic standards of supermarkets cause a lot of food loss at farms – only the perfect looking produce makes it to the shelves. If consumers further select only the best from the best the shop will have to throw the rest into waste bins.

Therefore, if you are about to cook a meal where vegetables or fruits will be chopped or cooked, their looks do not matter that much and you can be more benevolent choosing yours at the shop. You might even try to select bruised products or ones with little imperfections that no one else would buy and would therefore be wasted for sure. Save them! You can ask the store manager for a discount if you are willing to take these products.

Along the same line, if you are buying a yogurt to be eaten the same week you don't have to search for that one yogurt at the very last corner of a shelf that will last a few days longer than the one right in the front. Both are likely to be fine days or weeks longer than the expiration date is going to tell you anyway!

## **Take the initiative at buffets or in restaurants**

### **Ask to take food home**

For restaurants, it is often hard to deal with surplus food. Sometimes even because of legal restrictions the food service industry is not allowed to give their food to charity organisations.

You know the feeling when you see all the buffet leftovers but don't dare to ask if you could take some of it with you? Just do it – if it works out, everybody will be happy and food will be saved!

There is even an awesome app called "Too Good To Go" that can help you to save restaurant food and also your money. Check it out! Maybe it is working in your hometown?

### **Bring your own reusable box**

It is good to bring your own reusable box if you wish to take leftovers. Transportation will be a lot easier then and you won't cause unnecessary packaging waste.

### **Ask for a smaller portion or share**

Ask about the portion sizes. If possible, order a smaller portion in case you are not that hungry. Sometimes sharing your portion with a friend might also help to prevent leftovers.

### **Try to share your ideas with persons responsible**

Don't forget to share your feelings about the leftovers with the people organizing the event or the restaurant owner. If more and more people address this topic in a polite and friendly manner, the more important it will become for the responsible actors and the more likely they will change their behaviours.

## **Initiate positive examples in your neighbourhood**

You think it is a pity that nobody wants to harvest your neighbour's cherry or apricot tree? Well then just ask them and offer your help – maybe you will get some delicious cherries for free!

## **Find local famers and go gleaning**

Gleaning means picking up post-harvest losses from the fields. This will help you to get cheaper and fresh food while simultaneously making farmers very happy that nothing will go to waste or rot on the fields. Just try to find a local farmer and talk to him about post-harvest losses as well as losses at the storehouse itself on his farm.

## **Join already existing food sharing groups**

Look for food sharing initiatives or apps that will work near your living area. Take some of your food from there. Be open to other foods and adapt your next meal.

# LINKS & REFERENCES

## #REDUCEFOODWASTE - TOOL

Use the Reducefoodwaste-Tool to find out what is going on to reduce food waste along the food supply chain in your area! This tool will introduce you to a lot of important stakeholders in Europe and besides that you can find tips and tricks to prevent food waste at home and for instance find brand new educational materials or start-ups.

>>> <https://tool.reducefoodwaste.eu/>

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# APPRECIATE YOUR FOOD AND #REDUCEFOODWASTE

FOR  
CONSUMERS

## REASONS

WHY FOOD IS WASTED IN HOUSEHOLDS INSTEAD OF BEING EATEN



NOT KEEPING TRACK OF STOCK AT HOME



SHOPPING BEHAVIOUR (BUYING TOO MUCH, NOT STICKING TO A SHOPPING LIST)



TOO MUCH PREPARED, COOKED OR SERVED



NO IDEAS FOR COOKING (ESPECIALLY WHEN DEALING WITH LEFTOVERS)



WRONG STORAGE / TREATMENT OF FOOD E.G. IN FRIDGE



INCORRECT INTERPRETATION OF SELL-BY / BEST BEFORE DATE



MISSING KNOWLEDGE ABOUT PRESERVING METHODS



LACKING AWARENESS AND KNOWLEDGE ABOUT ENVIRONMENTAL AND SOCIAL IMPACTS OF FOOD WASTE

## FOOD SUPPLY CHAIN



# SOLUTIONS

## HOW TO REDUCE FOOD WASTE AT HOME

#4  
Consumers



### KEEP TRACK OF THE FOOD YOU HAVE AT HOME

#### SHOP SMART!

- Plan your meals
- Buy less more often
- Use a shopping list
- Don't shop hungry
- Be careful with special offers

#### COOK SMART!

- Cook the right amount
- Create creative dishes out of your leftovers
- Eat your leftovers

#### EXTEND YOUR FOOD'S SHELF LIFE

- Store food correctly
- Preserve and freeze it, if necessary

#### DON'T BE CONFUSED BY EXPIRY DATES - TRUST YOUR SENSES!

**SHARE YOUR SURPLUS OF FOOD** e.g. by joining/forming sharing initiatives

## HOW YOU CAN HELP OTHERS TO AVOID FOOD TO BECOME WASTE

### BUY B-MERCHANDISE ITEMS

### BUY DISCOUNTED PRODUCTS THAT EXPIRE SOON

### TAKE THE INITIATIVE AT BUFFETS OR IN RESTAURANTS

- Ask to take food home, bring your own reusable box
- Ask for a smaller portion or share
- Share your ideas with persons responsible

### INITIATE POSITIVE EXAMPLES IN YOUR NEIGHBOURHOOD

### FIND LOCAL FARMERS AND GO GLEANING

## BENEFITS

SAVE MONEY!

BE A BETTER CHEF!

INSPIRE OTHERS - BECOME A ROLE MODEL!

CONTRIBUTE TO ENVIRONMENTAL AND CLIMATE PROTECTION!

ACT ACCORDING ETHICAL PRINCIPLES!





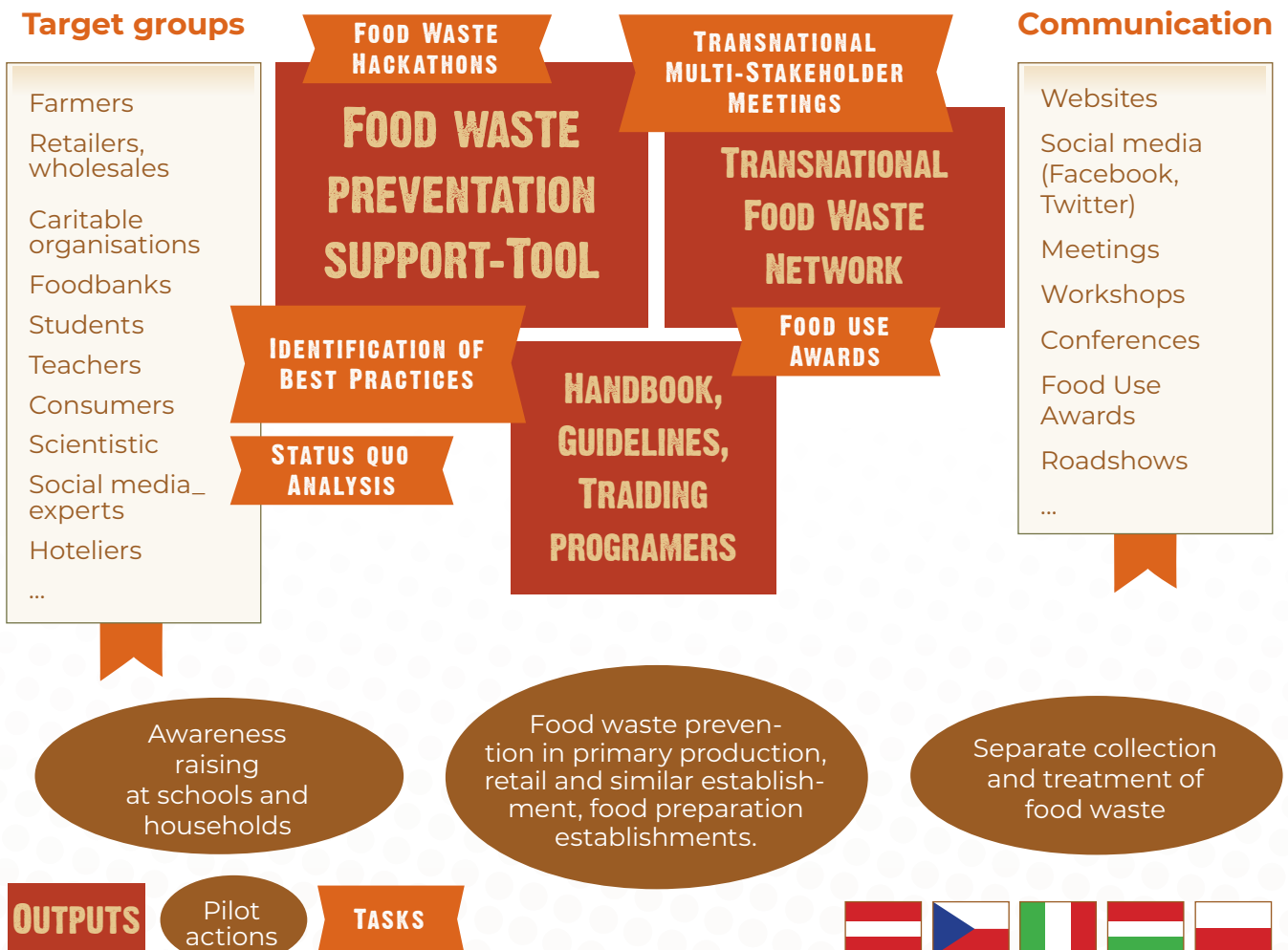
# ABOUT STREFOWA

>>> [www.interreg-central.eu/STREFOWA](http://www.interreg-central.eu/STREFOWA) >>> [www.reducefoodwaste.eu](http://www.reducefoodwaste.eu)

**Strefowa** (Strategies to Reduce and Manage Food Waste in Central Europa) is a three-year project implemented in the Central Europe region funded by the Interreg CENTRAL EUROPE Programme that encourages cooperation shared challenges in central Europe. Therefore nine partners in five different Central Europe Countries (Austria, Hungary, Poland, Czech Republic, Italy) are working together. The aim is to reduce food waste or to treat it in a better, more useful way as well as to connect relevant actors in order to achieve a reduction of environmental impacts (e.g. GHG emissions) along the whole supply chain.

The most relevant outputs of this project are:

- **Food waste prevention support – Tool** (<https://tool.reducefoodwaste.eu/#/>)  
Based on best practice examples and project outcomes, a tailor-made web based software tool provides specific information for different stakeholder groups to prevent and treat food waste.
- **Implementation of Pilot and Demonstration Action**  
Food waste prevention measures as well as the feasibility of food waste separation and separate collection have been tested and evaluated within 16 pilot actions taking place in different partner countries. Newly acquired knowledge will now be accessible for others.
- **Establishment of an appropriate Transnational Stakeholder Platform**  
Stakeholders that are willing to work together are identified and connected through a Transnational Stakeholder Platform..
- **Best Practice Guidelines and Training Programmes**  
Guidelines and training programmes in regard to prevention, reduction and treatment of food waste have been developed and tested for relevant stakeholder groups along the food supply chain. They are based on current scientific findings and best practice examples.





<https://www.interreg-central.eu/STREFOWA>

