

Food Waste | From Excess to Enough



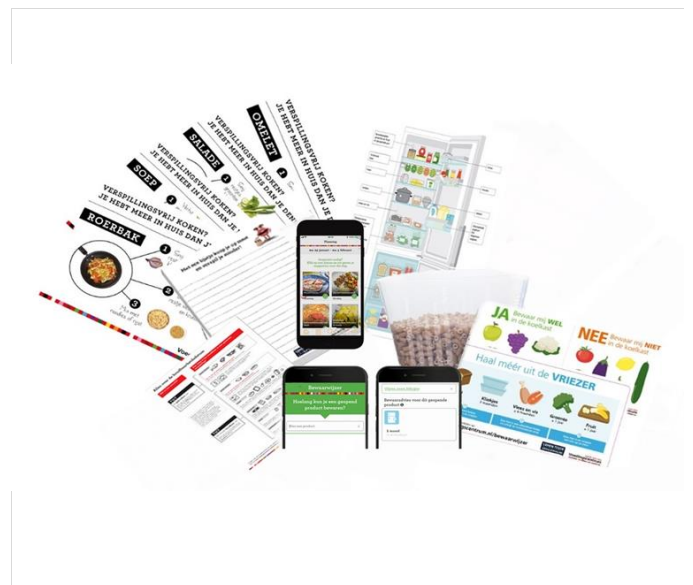
Stickers and kitchen tools help reduce food waste

We all have routines for handling food. Some of us store tomatoes in the fridge, others elsewhere. Some weigh pasta before cooking, others eyeball how much they need. Not only are such routines hard to break, we may not realize that there is a better way to handle food. Would small prompts with information and kitchen tools help us manage our food better and waste less? That is the question that we set out to answer.

We partnered with the Netherlands Nutrition Centre – who have developed an extensive set of prompts and tools that should help families as they shop, store, prepare, and consume their food. We packed these in boxes and sent them to participating families.

Our intervention was successful: food waste went down by a whopping 39.2% and 23.0% in our studies. Families also reported better skills in managing their food after they received the boxes, and they performed more waste-reducing behaviours (such as making shopping lists, checking inventory before shopping, measuring portion sizes). Effects on these behaviours were stronger in

families that also received motivational e-mails. Thus, information, prompts, and kitchen tools can help consumers manage their food better and drive down food waste.



Source

[van Herpen, E.](#), [Wijnen, T.](#), [Quested, T.](#), [Reynolds, C.](#), & [Sharda, N.](#) (2023). Convenient tools and social norms: Measuring the effectiveness of an intervention to reduce household food waste. *Journal of Cleaner Production*, 429, [139604](#).

