

Home consumption of fruit/ vegetables and food waste

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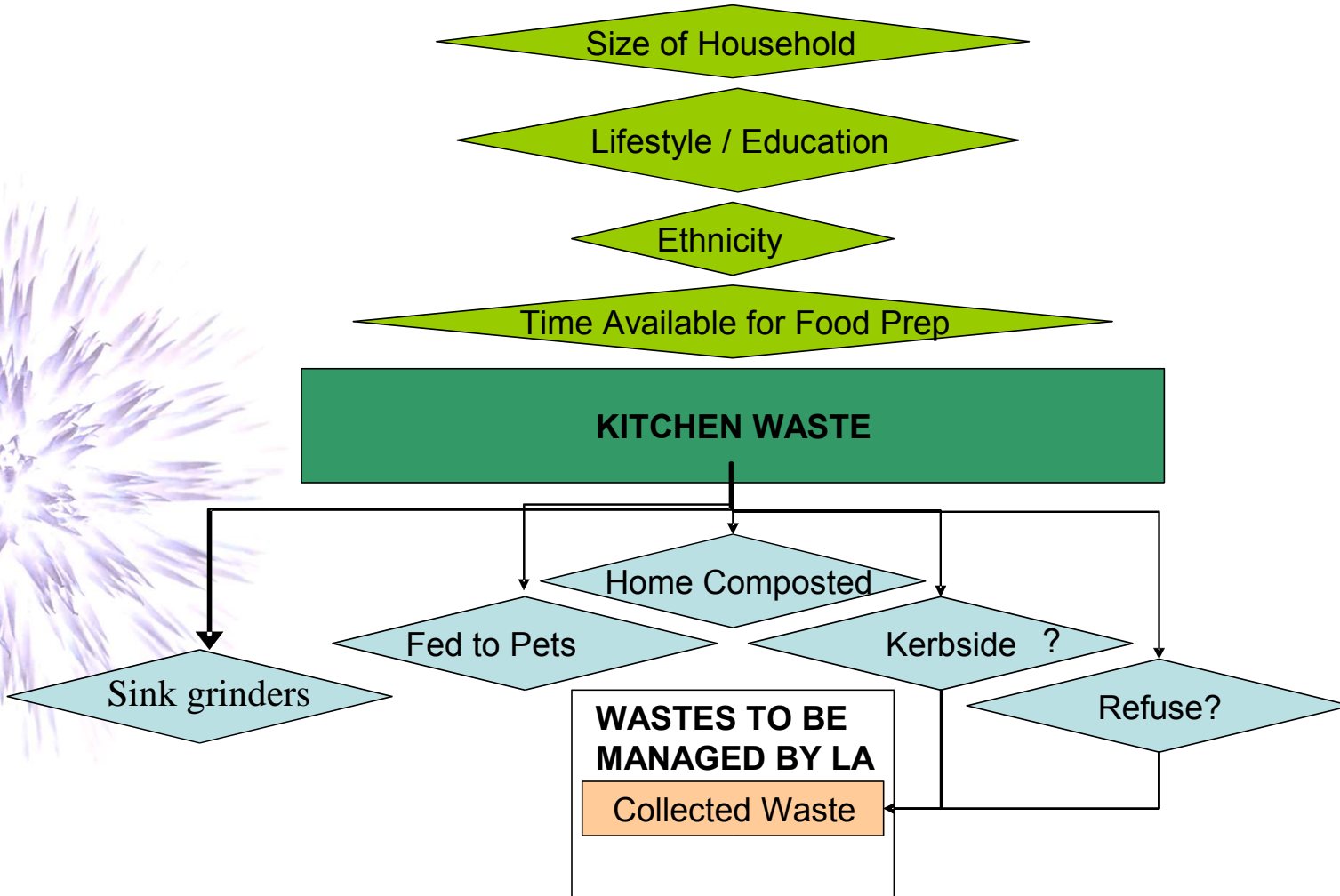


Fruit & veg. waste

- ❖ **Background**
- ❖ **Waste analysis**
- ❖ **Home composting diversion**
- ❖ **Further research needs**
- ❖ **Points of influence**

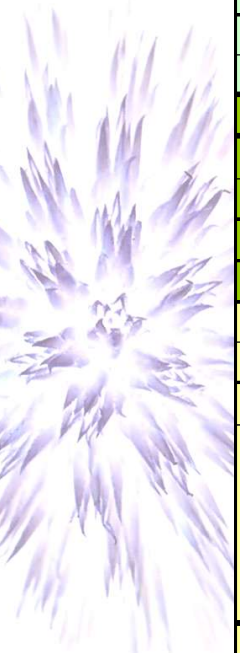


Kitchen waste arisings

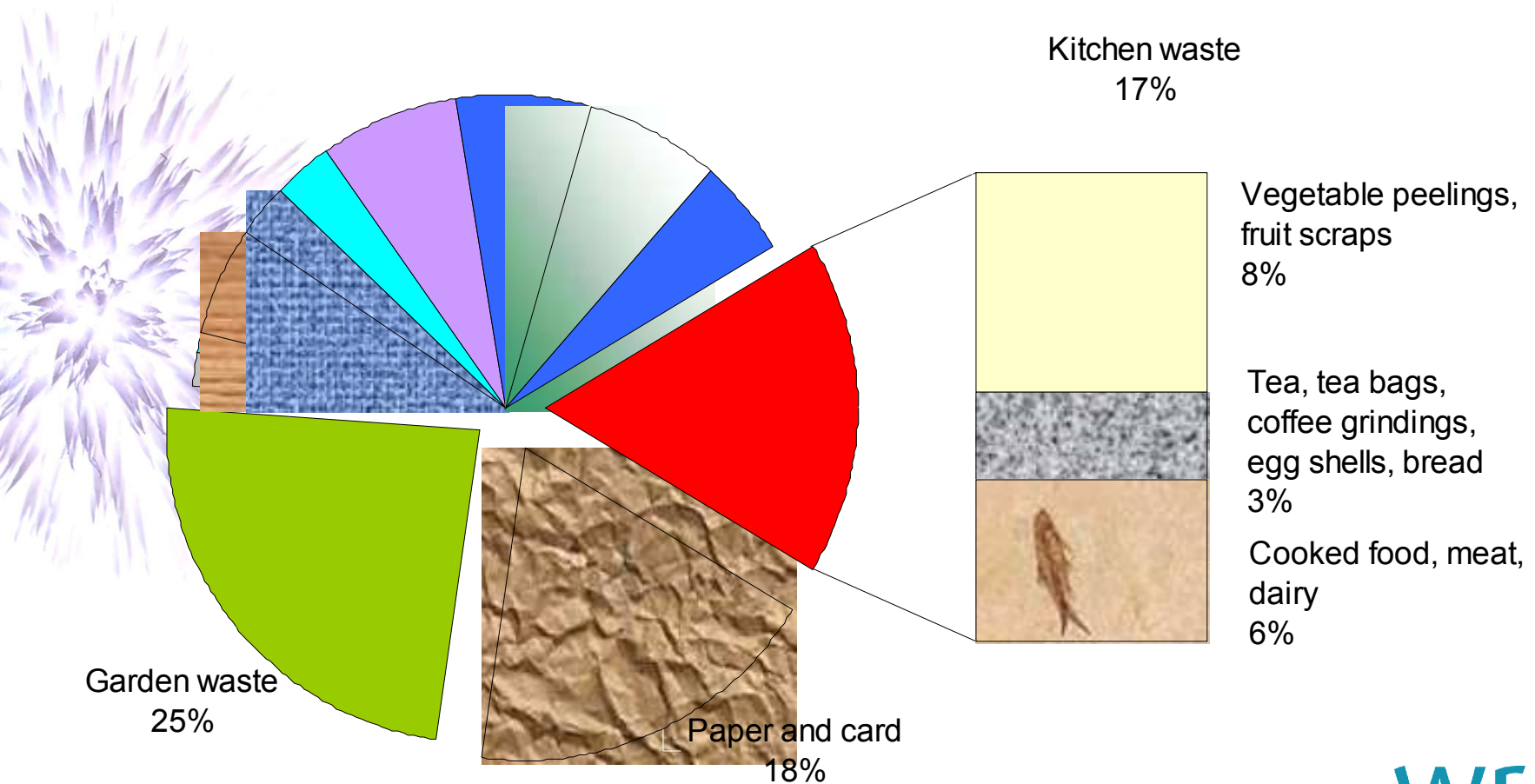


Compositional analysis categories: WRAP HC diversion research

Major group	Sub category	Description
Kitchen waste	Home compostable	Vegetable peelings
		fruit scraps
Kitchen waste	Home compostable	teabags/ leaves, coffee grounds, crushed egg shells, bread
Kitchen waste	Non home compostable	Cooked food, meat, dairy products, fish, bones, pastries
Garden waste	Grass cuttings	
Garden waste	Woody garden waste	Stem diameter greater than 5mm and woody
Garden waste	Soil	
Garden waste	Other organic garden waste	e.g. plants, flowers, leaves
Paper	Compostable, non-recyclable paper and card	Kitchen roll, tissues, KLS, egg boxes, toilet roll tubes, greaseproof paper
Paper	Recyclable paper and card	Newspaper
		magazines
		office paper
		paper bags glossy paper
		envelopes
		glossy card (e.g. cereal packets, etc.)
Paper	Non compostable, non-recyclable paper and card	Plastic coated or laminated paper and card
		photographs
		foil type gift wrap
		waxy cups
Other home compostable		Straw, hay, wood chippings, sawdust, feathers, etc.,
Fines (<10mm)		
Non requested material		



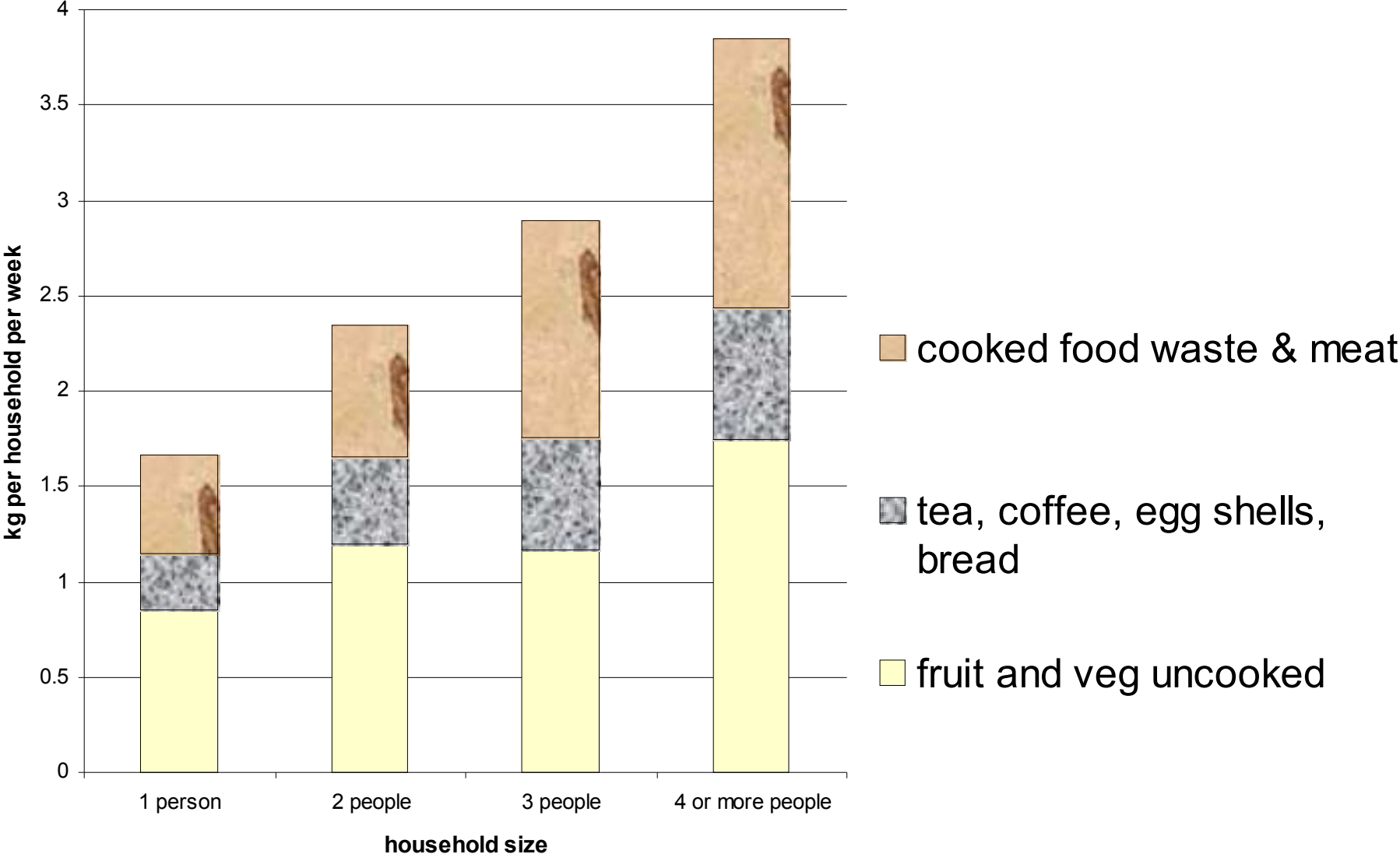
Analysis of household waste composition



Kg per household?

- ❖ About 200 kg /household/ year
- ❖ ~ 50% comprises fruit & vegetables (uncooked)
- ❖ Waste arisings captured by municipal system ~ not the same as total food waste

Food waste and household size



Diversion into home composting

		HOUSEHOLD MODEL based on questionnaires & waste analysis	DISTRICT MODEL based on DEFRA local authority statistics 2003/04	DISTRICT MODEL larger average garden size (> 200 m ²)	DISTRICT MODEL smaller average garden size (<200 m ²)
RCV residual waste		MODEL 1 87 kg MODEL 1 household/ year	MODEL 4 115 kg household/ year	MODEL 5 160 kg household/ year	MODEL 6 100 kg household/ year
Kitchen waste in RCV residual	WRAP bin households with > 1 year HC experience	MODEL 2 42 kg MODEL 2 household/ year	X	X	X
	Non-WRAP bin households with > 1 year HC experience	MODEL 3 24 kg MODEL 3 household/ year			
RCV + CA residual waste		X	MODEL 7 220 kg household/ year	MODEL 8 340 kg household/ year	MODEL 9 180 kg household/ year

Further research needs

- ❖ **Quantitative research** – further more detailed categorisation of discarded food waste: edible and inedible fractions, linked to householder surveys, diary approach and other methods of linking behaviour with waste
- ❖ **Qualitative research**
 - ❖ research to better understand how consumers respond to different retail promotions, different ways of purchasing groceries and the resultant impacts on household waste;
 - ❖ consumer research into grocery purchasing, food management and cooking activities in relation to food waste, new packaging formats for different product types.

Possible points of influence

- ❖ **Consumer awareness and call to action campaigning** – the possibility of a consumer-facing food waste campaign focusing on the financial losses incurred as a result of over-purchasing, poor food management and over-portioning.
- ❖ **A web-based resource** for consumers to help highlight the economic costs of food waste behaviour, guidance on home freezing, etc. & to encourage consumers to better manage the food that they buy
- ❖ Testing of **new packaging formats** to reduce edible food waste

