

# 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



Primary Production  
Factsheet #1



Food Processing



Retail  
Factsheet #2

cooperation  
arrow



Food Service  
Factsheet #3



Consumers  
Factsheet #4



Waste Management  
Factsheet #5



## HOW TO REDUCE FOOD WASTE AT HOME

### 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!**

