Engaging with consumers to cut plate waste

In an experiment conducted across 5 corporate restaurants in France, we found that 80% of waste is generated by just 15% of consumers. 40% of people leaving food on their plates do so habitually, most of whom would rather be offered smaller portions.

83% of plate waste is perfectly edible.

15% of consumers.

Around 80% of plate waste is generated by

Women are twice as likely as men to leave food on their plate.

9% Over 50s waste far less food, perhaps because they limit how much food they request or are culturally conditioned not to waste food.

68% of food wasters say they leave food on their plate because they are served portions that are too big.

40% of consumers who leave food uneaten do so frequently or systematically.

83% of people who waste food would like to receive smaller portions, with most saying they would rather be offered less food rather than having to ask.

www.internationalfoodwastecoalition.org
contact@internationalfoodwastecoalition.org