



Newsletter 2

Do you know where peanuts come from?

EFFECT (Europe Fights Food waste through Effective Consumer Training) is a two-year European project, made possible through an Erasmus + grant awarded by the National Agency in Poland. The aim of EFFECT is to develop an innovative multifunctional platform, hosting informative and educational content to raise awareness of food waste and encourage citizens to actively reduce their food waste footprint. As a start, the promoters launched a European survey to understand people's consuming habits and attitudes towards the value of food, take into account their perception about the food resources and their awareness of food production process, and investigate their interests on reducing food waste.

The survey was carried out in January and February 2016 in Poland, Greece, Italy, United Kingdom and Spain and a total of 4572 people participated. The most interesting findings are:

People generally do not like to eat food considered unconventional, such as parts of animal and vegetable usually discarded, unless this is common in the local culinary tradition. However, food is food! We should raise awareness of how delicious may be salmon cheeks and stinging nettles. Most of respondents would not pay the same price for fresh-looking and different shaped fruits and vegetables. **There is a tendency to think that ugly or odd-shaped fruits and vegetables are of a bad quality.** This is particularly true in Greece and Poland. The very large majority of respondents admit to eat products out of best before date. It is worth pointing out that English people seem to generally consider the best before date as an indicative date, that

must be there for security reasons, while Greek people do respect the date more than others. The most common **reasons why food waste occurs** in respondents understanding are: Perishability, expiration date, bought too much, unattractive appearance, too large portions, overcooking, uneaten food due to a change of plans (ie. eating out instead of the planned meal at home), tasteless food, broken (e.g. mould, stale, etc.), incorrect preparation of the meal, no idea on the use of food remains. It is interesting to see that most of respondents tend to **underestimate the waste occurring in the retail sector**, but it is positive that the large majority is **aware of the problem in the households sector**, which is the target sector of the project.

Another positive result is the **general interest in willing to know more about food waste reduction** and the ways and tools favourite by respondents, which are consistent with the main result of the project: an interactive platform, hosting short guides and info materials, an educational game, videos and recipes. The EFFECT educational materials should aim to **make people aware and able to better plan meals, make effective shopping lists, cook special meals with leftover and make portions sizes assuring less waste.** Though results are skewed, people are interested in the issue of food waste.

There is still lots of learn as citizens our survey reflects, and people do have a knowledge gaps, plus different areas of interest and engagement in the issue from country to country.



International Project Meeting in Milan, 10-11.05

In 10-11th of May was the second project international meeting of the EFFECT group. The meeting took place in Milan. It was organized by Italian partner Eurocrea Marchant, with the support of the Federation of Polish Food Banks. During the meeting EFFECT group discussed proposition of education plan of reducing food waste by citizens.

We also had the opportunity to get familiar with work of Food Bank in Milan and two initiatives dealing with collection and distribution of surplus food form local markets.



What is EFFECT?

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