



Food waste prevention out of home: consumer research

WRAP estimates that UK hotels, restaurants, pubs and quick service restaurants dispose of 600,000 of food waste each year, while the Sustainable Restaurant Association estimate that one third of the food waste generated in restaurants is from consumers' plates. This project will explore the barriers to, and opportunities for, consumer food waste prevention out of the home.

Background and Objectives

WRAP has undertaken a considerable amount of research into the barriers to food and drink waste in the home, motivations to prevent food waste, and related attitudes and behaviours. This has underpinned the successful WRAP programme to reduce household food waste featuring Love Food Hate Waste. The focus has now been expanded to include food wasted outside of the home. WRAP has developed a Voluntary Agreement, on behalf of all UK Governments, for the Hospitality and Food Service sector with the aims of reducing food and associated packaging waste, and increasing recycling rates.

This project will support the delivery of this Voluntary Agreement by talking to consumers about food wasted outside of the home. The work has 2 objectives to:

- Explore reasons why consumers leave food when they eat out. This work will cover restaurants, hotels, pubs, quick service restaurants and staff catering.
- Test consumer messages and provide recommendations on how to communicate with and support consumers to help reduce food and drink waste out of home. This could include, for example, awareness raising and information provision by Love Food Hate Waste, or, through providing partners in the sector with the insights that could help them develop solutions to enable consumers to waste less food when they eat out.

Scope of the work

The objectives will be achieved through 3 stages of work:

1. A quantitative survey of over 4,000 consumers, covering all four UK nations and a wide variety of socio-demographic groups, to understand what food is left when they eat out, why it is left and what they think could help them to prevent food waste.
2. A series of twelve focus groups to look at a range of qualitative issues related to out-of-home food waste and explore further the findings from the quantitative survey.
3. A set of six further groups to test food-waste related messages, to be developed by WRAP, in light of the findings from the first two research elements.

Project Team and Timeline

The work is being carried out, on WRAP's behalf, by Brook Lyndhurst. The work commenced in March 2012 and is due to complete in Autumn 2012. To be kept informed of progress or register interest in supporting the project please contact

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