

COULD MORE FREQUENT GROCERY SHOPPING REDUCE UNEATEN FOOD IN OUR HOMES?

DID YOU know?

Americans discard more food than any other country in the world – nearly 40 million tons each year

More than 80% of Americans discard perfectly good, consumable food because expiration labels are confusing

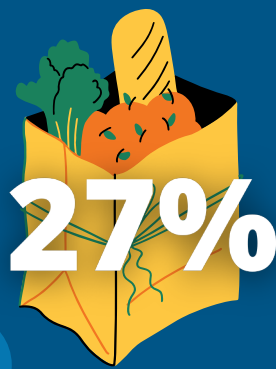
Source: Food Waste in American in 2021: Statistics & Facts, RTS.com

These groups emerged from the survey



Purdue, Penn State and Duke University asked Americans if they would be willing to adopt a "just in time" shopping strategy to reduce uneaten food. This means making quick trips to the grocery store more frequently.

1,477 people responded to the survey in 2017.

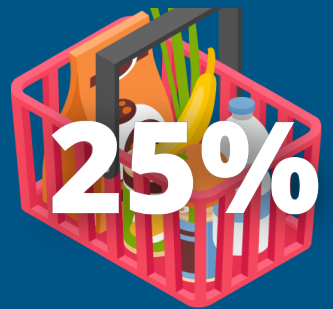


Willing to shop, less cost conscious

Group tended to be men, non white, and from larger households

Want to avoid shopping

Group tended to be women and older people



Dislike shopping, hate wasting food, and cost conscious

Group tended to be young people



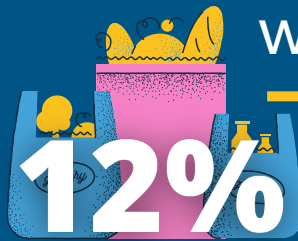
Most concerned about food cost

Group tended to be people with incomes less than \$50,000



Willing to waste or repurpose food

Group tended to be people who worry about running out of food, may feed leftovers to pets, or freeze leftovers



WHAT WE LEARNED

On average, Americans dislike food waste, but they dislike grocery shopping even more



Trade Offs

Americans are willing to spend more at the grocery store rather than shop more often to reduce food waste



Americans could be motivated to add one more grocery shopping trip each week - if they get paid \$24 or more to do it

On average, Americans would have to reduce their household food waste by nearly 12% before they wouldn't mind shopping more



This study was published in:

Brenna Ellison, LinlinFan, Norbert L.W. Wilson, "Is it more convenient to waste? Trade-offs between grocery store shopping and waste behavior," Agricultural Economics, 2022; 1-15