

# Food Waste | From Excess to Enough



## A food sharing intervention to reduce household waste

Food waste, especially in households, is a pressing issue. Sharing excess food with others can be a strategy to tackle this issue. To encourage sharing, our research introduces an intervention involving a guideline with concrete tips on sharing food and a sticker affixed to food packaging to remind individuals to do so.

In a field study with 199 participants, we examined the effectiveness of this intervention on food sharing and other household behaviors towards near-expired food. Participants collected near-expired food from our lab, with half receiving the intervention and the other half not. Over the following two weeks, participants filled out six surveys to report what they did with each food item at home.

We found that the intervention consistently increased the amount of food shared in the two weeks after it was brought home. It also led to more people sharing their food. Besides, the intervention reduced the amount of food put in storage, which helped prevent decision delays and reduced the risk of the food being forgotten and

wasted eventually. Our findings suggest that this simple intervention is a practical and effective way to help individuals reduce food waste by encouraging them to share more.



### Source

Zhang, Y., van Herpen, E., Van Loo, E. J. Sharing to prevent waste: An intervention encouraging sharing food. *Under review*.

