

# Food Waste | From Excess to Enough



## Let's Get Flexible: Exploring adaptable consumption toward reducing household food waste in The Netherlands.

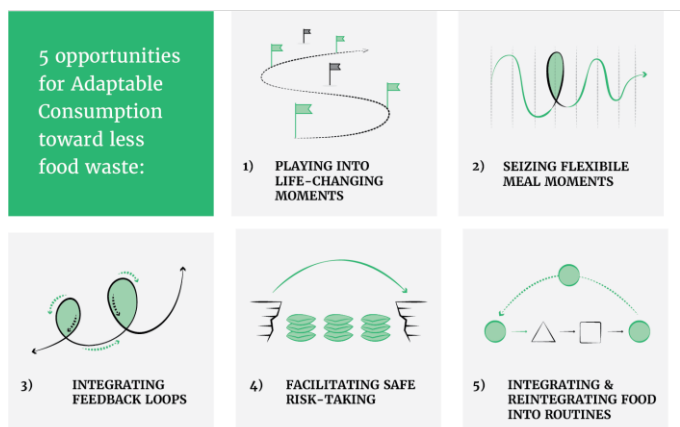
Household food waste significantly contributes to global food waste, posing environmental, economic, and social challenges. This paper investigates the practice of adaptable consumption within Dutch households as an approach towards food waste reduction.

The study involved 43 participants across 11 households, using cultural probes and semi-structured interviews. We used three materials: a booklet with activities, a comic strip depicting consumers engaging in adaptable consumption, and an overview of 7 innovative concepts to support adaptable consumption. These provided a holistic view of participants' experiences, behaviours, and perspectives on adaptable consumption.

The research identifies 5 themes to support interventions for adaptable consumption toward less food waste:

- 1) leveraging life-changing moments
- 2) seizing flexible meal moments
- 3) integrating feedback loops
- 4) facilitating safe risk-taking
- 5) (re)integrating food into routines

The findings highlight the need for interventions to balance novelty with familiarity, provide agency and support over behaviours, and achieve desired values with minimal resources. For example, significant life events, like becoming parents, often lead to shifts in food practices. However, time constraints and established routines can either hinder or promote flexibility in consumption. Understanding these dynamics is crucial for developing effective strategies to reduce household food waste.



### Source

Goss, H. M., de Koning, I.J.C., Tromp, N., & Schifferstein, H. N. J. (under review). Let's get flexible: Exploring adaptable consumption toward reducing household food waste in The Netherlands.