



USE IT UP TAPE™ IMPACT STUDY

Reducing household food waste by 40%



**USE
ME UP**



**COOK
ME**



**PICK
ME**



INTRODUCTION

In Australia, we waste 7.6 million tonnes of food each year, which is just over 300 kg per person. Although food is wasted across the whole supply chain, over a third comes directly from our homes. This is the direct result of consumer behaviours, such as buying more than you need, preparing too much at mealtimes and not reusing leftovers.

Last year, on the United Nation's International Food Loss & Waste Day (29th September), OzHarvest launched their first national campaign to tackle the 2.5 million tonnes of food wasted from homes every year. This identified that using up food (before buying more) was one of the most effective ways to reduce food waste at home. 'Use It Up' is informed by unique consumer insights gathered from Australian first behavioural research conducted by BehaviourWorks Australia at the Monash Sustainable Development Institute and aims to make it easy for Aussies to waste less food at home.

PRODUCT INNOVATION

To get the nation onboard, OzHarvest developed a world first product, the Use It Up Tape™, making it easy and fun to see what food needs using up in your fridge or pantry.

Within a year of its launch, over 20,000 Use It Up Tapes have been distributed to Australian homes. Whilst initial ethnographic tests had shown a positive result, the true impact of the Use It Up tape was put into research with BehaviourWorks Australia.

This report presents the outcomes of research that measured the impacts of the Use it Up tape on food waste and behaviour change in Australian households, summarising user experience and feedback.



EXECUTIVE SUMMARY

If we are to meet the United Nations Sustainable Development Goal 12.3 of halving food waste by 2030, an intervention such as the Use it Up tape is critical to embedding behavioural change.

Households create over 2.5 million tonnes of food waste every year, most of which is avoidable. Reducing food waste at home is the single most powerful thing individuals can do to take climate action.

Use It Up Tape has a big potential to shift the dial with the impact research results revealing:

- ✓ 40% reduction in the average total amount of household food wasted.
- ✓ Perishable items such as fresh vegetables, fruit and meat saw the most significant reduction of almost 50%.
- ✓ The tape supports behaviour change by acting as a visual prompt and labelling tool to help identify food that needed to be used up, and is a useful meal planning and communication tool.
- ✓ The tape is best suited for large households (especially families with children) and individuals who are disorganised with shopping, cooking, and storing food.

THE RESEARCH

- 1 An online survey providing estimates on household food waste before and (two weeks) after using the tape.**

The survey followed a structured food waste estimation process developed and validated by similar studies in Europe and the United States. 361 households completed the pre survey, while 145 completed the post survey. 75 people completed both surveys.

- 2 A deep dive with 10 households who created a 'video diary' of their experience over a two-week period.**

This research was funded by the Western Australian Waste Authority as part of their WasteSorted initiative and enabled a rich exploration of the different ways Use It Up Tape was used by households.

SURVEY RESULTS

Food waste by weight before and after using the tape

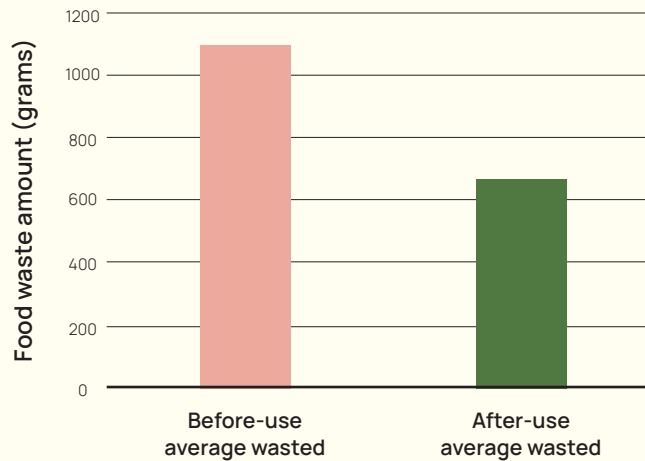
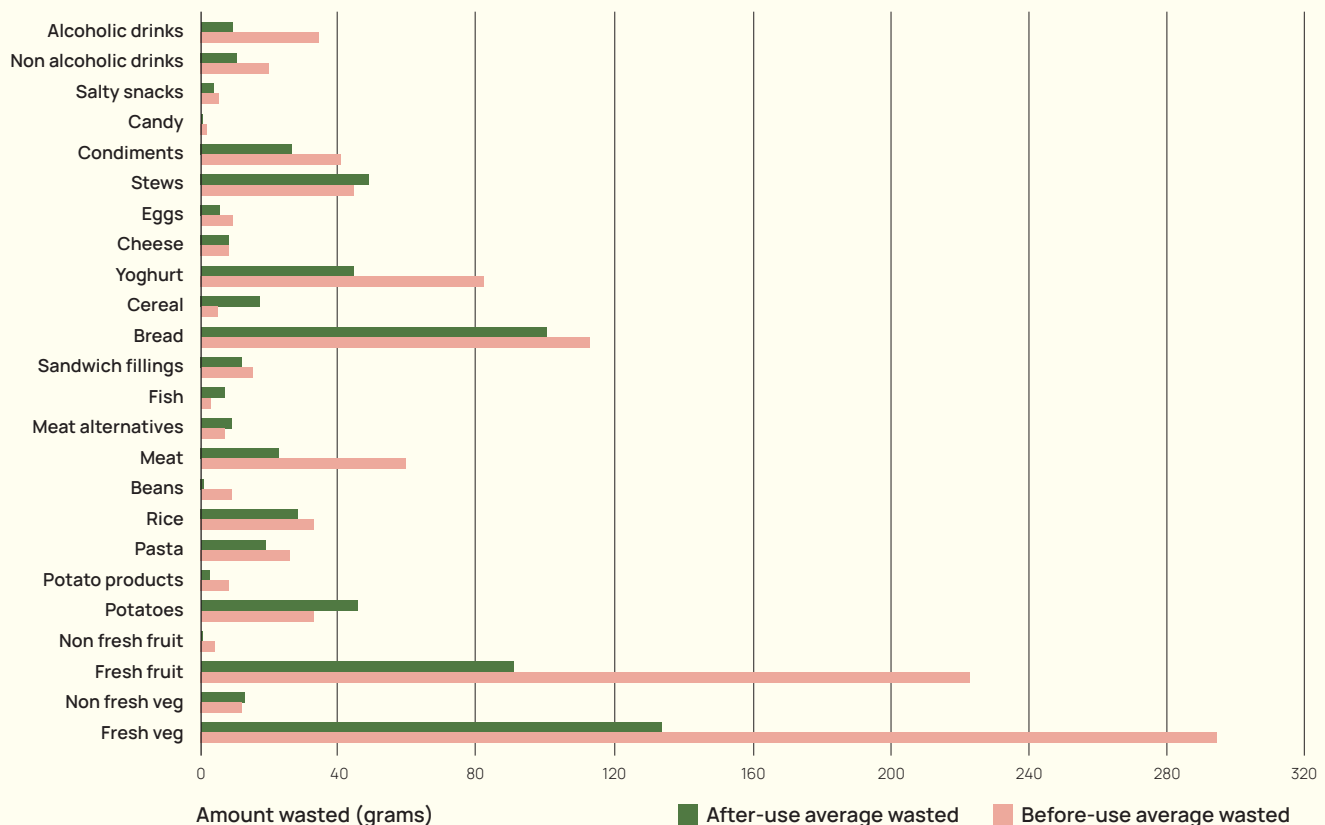


Figure 1 shows a 40% reduction in the average total amount of household food wasted, as estimated by those completing both surveys. The average amount of waste estimated before use was¹ 1 kilograms per household, decreasing to 660 grams after using the tape².

Food categories before and after using the tape

Figure 2 shows the most substantial reduction occurred with fresh fruit and vegetables, and meat with almost 50% less waste.



¹ See Appendix 1 for an overview of the demographics of this sample.

² Note: Householders typically underestimate their food waste amounts.

The actual amounts recorded during the before and after-surveys are likely higher than reported here.

VIDEO DIARY RESULTS

The video diaries showed that householders used the tape to:

1

Mark out spaces in their fridge or pantry in which to put any food that need using up.



2

Label specific food items that they wanted to use up.



The tape is best suited for large households with children and individuals who are disorganised with shopping, cooking, and storing food. The tape supported behavioural change by:



Acting as a visual prompt to remind people about food that needed to be used up.



Providing a simple and clear labelling device to distinguish between older and newer versions of the same product.



Encouraging meal planning by identifying the food that needs to be prepared/cooked.



Creating a communication tool to let other family members know what could be eaten or taken to work/school.

TESTIMONIALS

“

I LOVE the tape and the flexibility of it - I have a big family so need a whole shelf when someone else would probably just put on specific items. It made me far more conscious of the food that needed using up and far less inclined to buy more before the fridge had emptied out.

”

“

It's been really helpful for my husband because he knows what leftovers he needs to eat.

”



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CONCLUSION

The Use It Up Tape is a meaningful way to get fast results when it comes to reducing food waste from Australian households.

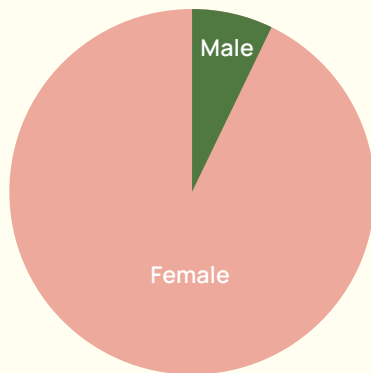
It's a simple and effective product that supports a high impact and easy to adopt behaviour drawn from consumer behavioural change research. If we are to meet the United Nations Sustainable Development Goal 12.3 of halving food waste by 2030, an intervention such as the Use it Up tape is critical to embedding behavioural change.



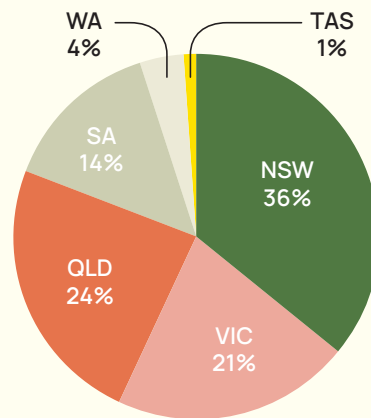
APPENDIX

Matched-sample demographics (n = 75)

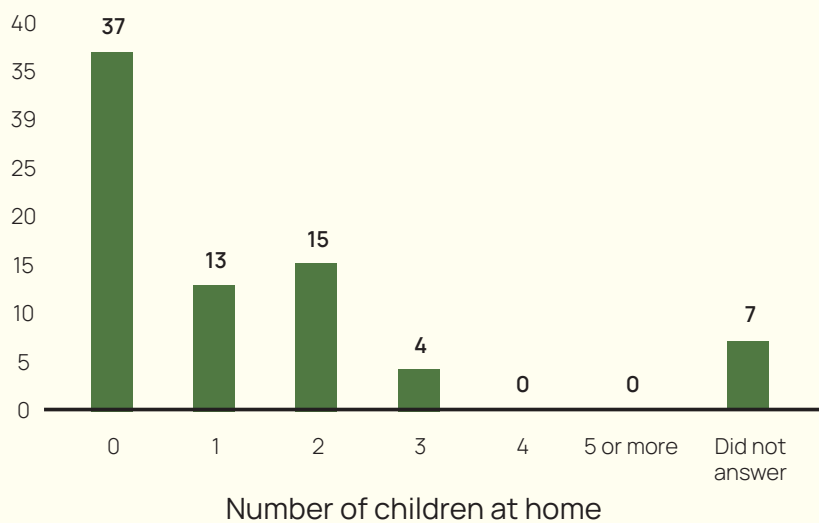
Most of the survey respondents identified as female



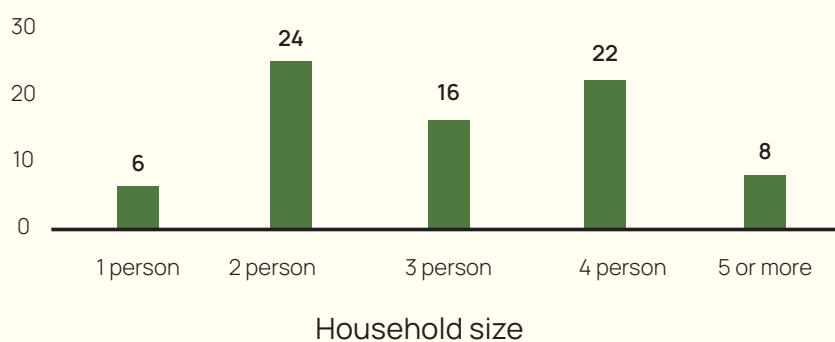
Most of the survey respondents came from New South Wales, Victoria or Queensland



About half of the sample did not have any children living at home



Most households that use the Tape had between 2-4 people living there



OzHarvest 'Use-It Up' Tape™ Impact Study Reducing Household Food Waste By 40%

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