

What can we do to reduce “Food Loss”?

~Ways to save food and shop smarter ~

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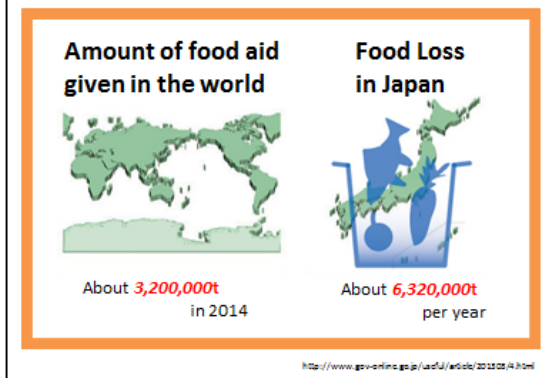
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What is “Food Loss”?

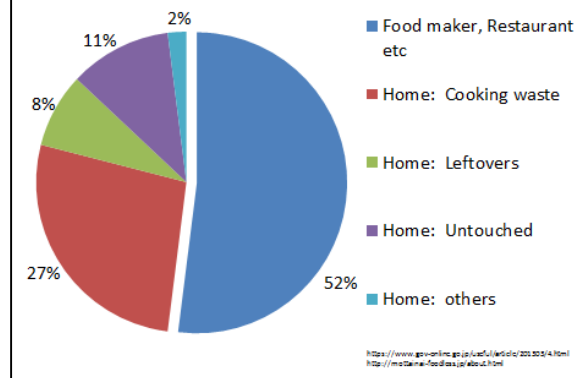
Food loss is food which is thrown away despite being edible. It occurs in various places such as food manufacturers, retail stores, restaurants and homes.

Current situation of Food Loss

Present situation in Japan



Breakdown of Food Loss in Japan



➔ **Our homes contribute 48% towards food loss.**

Causes and Measures of Food Loss by Consumers

1. Throwing away foods that you can eat yet, strictly keeping the best-before date:
 - Many food companies set the best-before date earlier than the food will expire.
2. Attitudes towards buying foods:
 - We buy in bulk to save money → If we buy in bulk, the price becomes lower.
 - When we are hungry, we will be tempted to eat more and so we buy more food → Food will be left over or wasted.
 - We buy food with the longest best-before date → Shelves remain filled with soon-to expire food.

Outlook

- In Japan, we will conduct questionnaires for consumers about the awareness of expiration dates and food shopping.
- In Santa Clara, we will conduct similar questionnaires for local consumers, and ask the mayor about the city's efforts to reduce Food Loss.

➔ **We will propose efforts that we can do to reduce Food Loss.**