

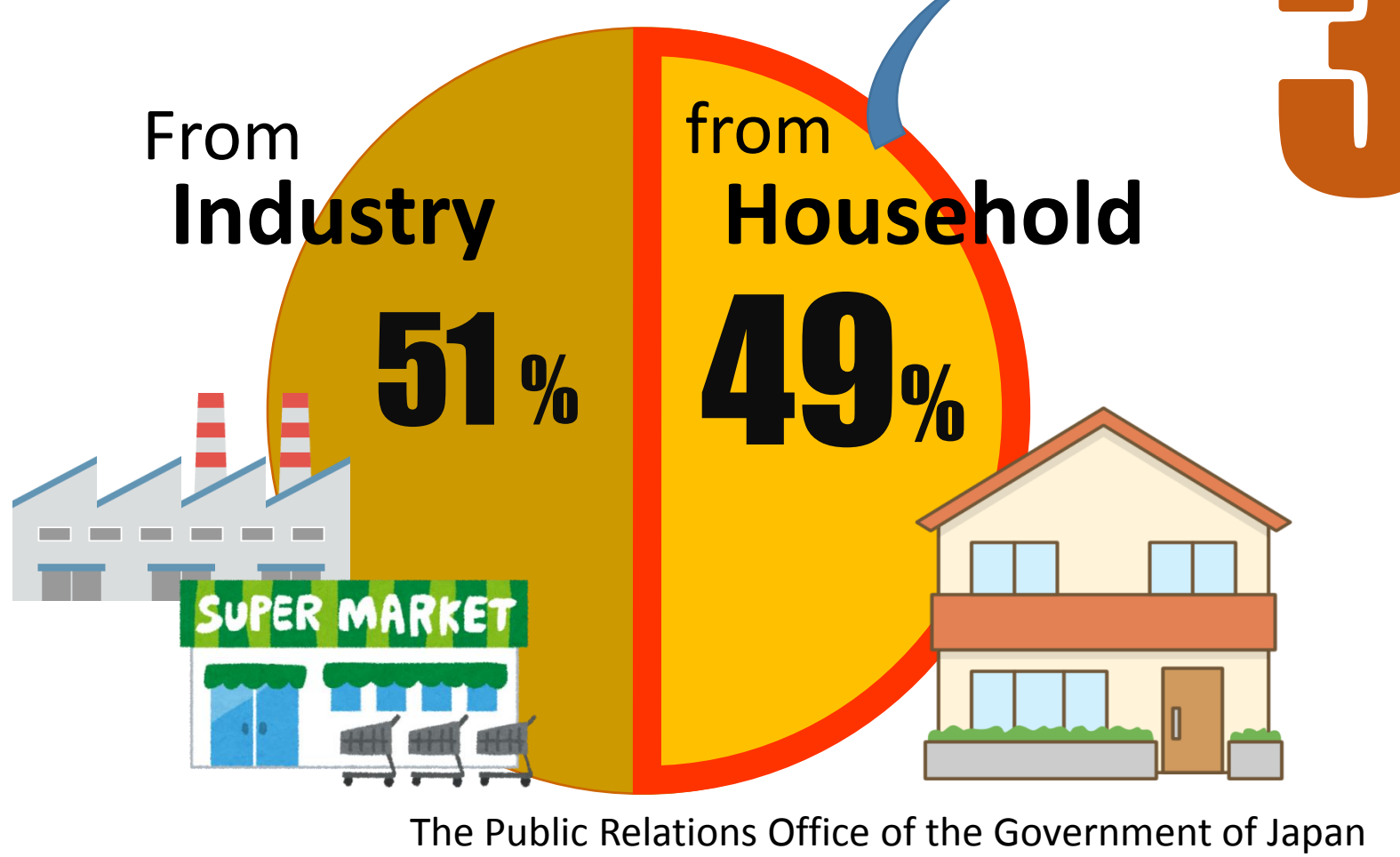


# Changing Awareness towards Food - to Reduce Food Waste -

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## The Problem with Food Waste

### In Japan



**3.02 Million tons from Household**



Where does Food Waste come from?  
**Total 6.32 million tons/year**

### In the World

The United Nations set Food Waste reduction as a Goal by 2030.

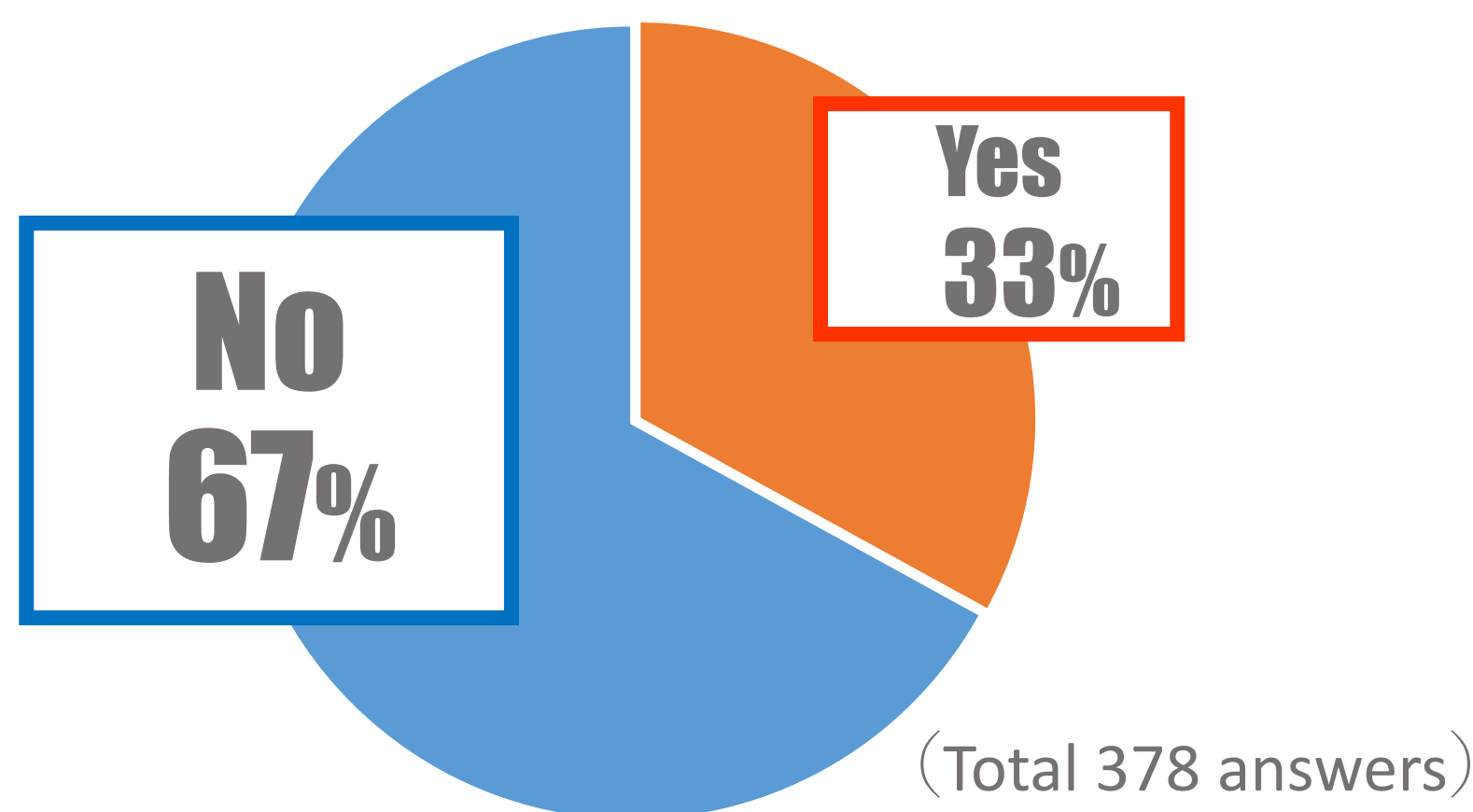


## Research

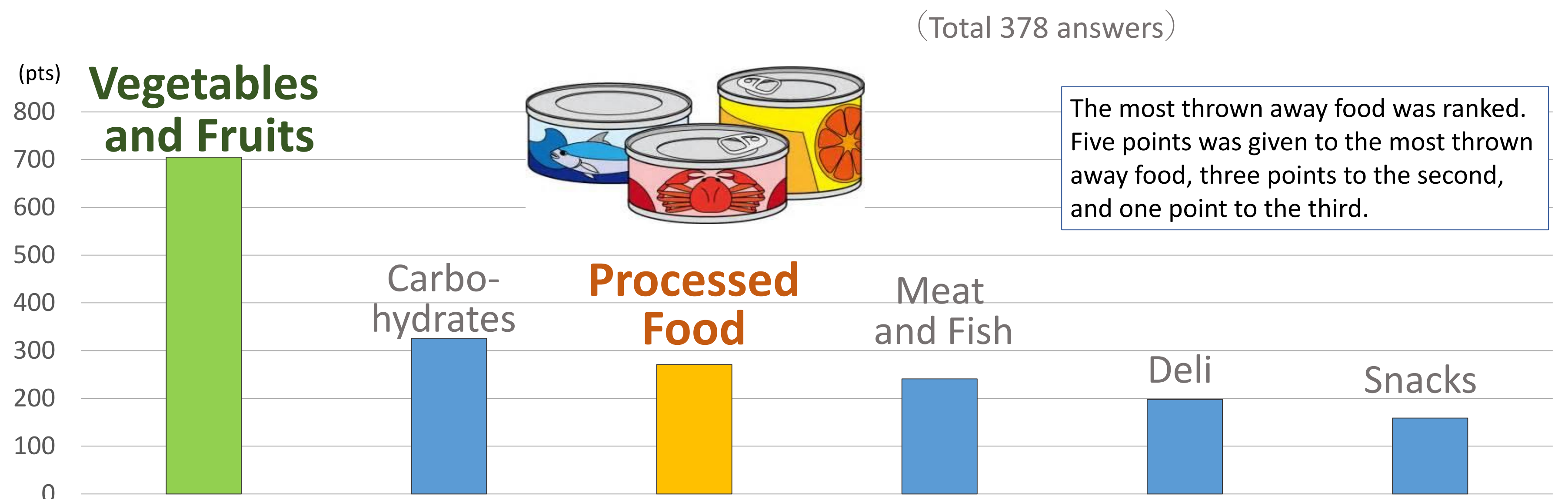
- ▶ **QUESTIONNAIRE** for students, parents, teachers (378 responses)
- ▶ **QUESTIONNAIRE** for ALTs, Akita International University students (32 responses)
  - To comprehend people's awareness
  - **Analyzed every single answer**
- ▶ **ACTUAL SURVEY for a week** to comprehend the details about Food Waste itself
  - 6 group members' household
  - Checked all the food we had in the kitchen, all the food we bought during the week / Recorded each time we wasted food.

## Results and Analysis

Q. Did you know that 50% of the total food waste in Japan comes from households?

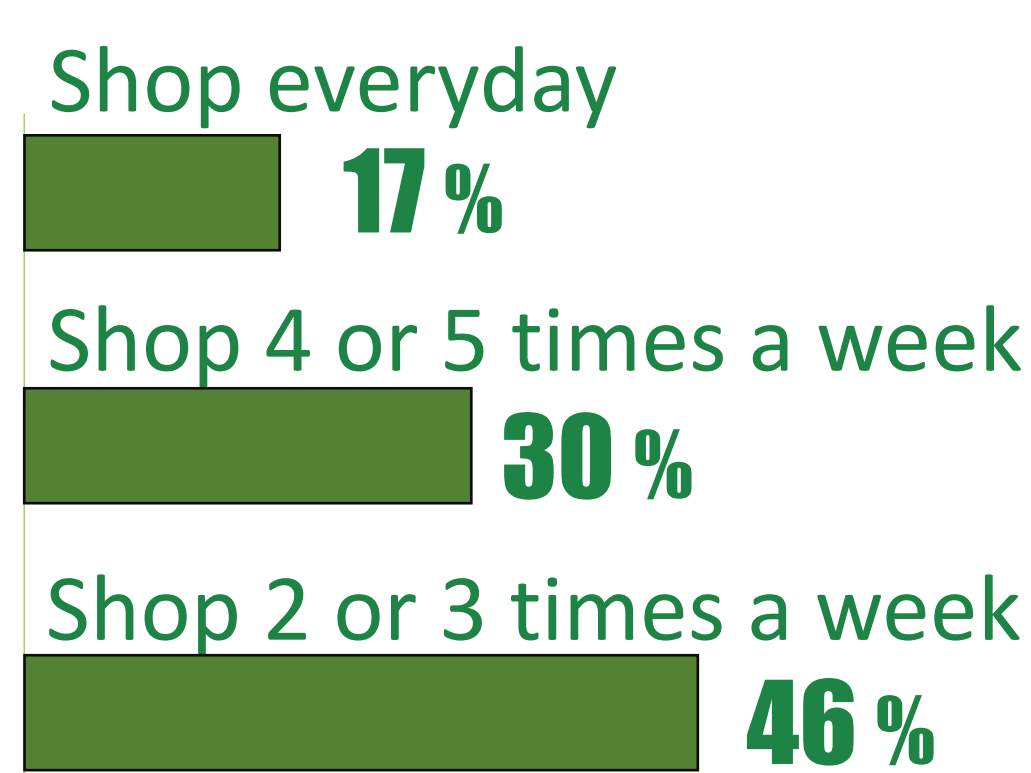


Q. What kinds of food were thrown away in our home?



Our data shows that 67% of Japanese people didn't know the actual percentage of food waste. Many people may think that companies and stores waste more food and that they do not contribute to the problem, which we thought is one of the reasons why so much food keeps being wasted.

Q. How often do people who throw away vegetables the most go shopping?



**Vegetables and fruits** are thrown away the most at home. So, to keep produce fresh, we have to add a little twist when we store food. If you go shopping frequently, you can avoid throwing away produce. However, it can be hard to shop often.

**Processed food** is also thrown away often. This is because people usually think that processed food will last a long time. Therefore they forget about it, even after it has passed its best by date.

▶ **Step 1 : Understand Food Waste**

▶ **Step 2 : Plan Your Meal**

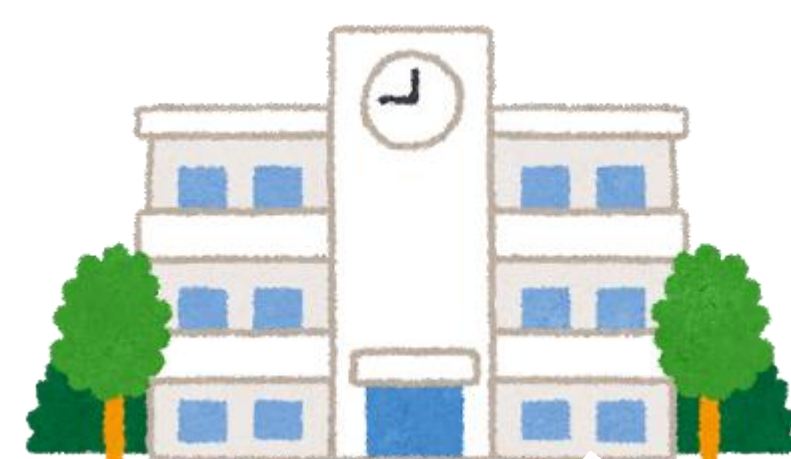
▶ **Step 3 : Check Your Shelf**

## Our Suggestions

We will Change Awareness towards Food by Education.

### School

- offer classes by ourselves
- information from our research
- details about food waste



### Media

- details about food waste



### Flier

- details about food waste
- how to store produce
- make a list of what can we do

## Application for Smart Phone

