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COnsumers in a **SUS**tainable food supply chain:
understanding barriers and facilitators for acceptance of suboptimal foods



WAGENINGEN UR
For quality of life



AARHUS UNIVERSITY



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Consumer-caused food waste contributes to unsustainable food systems

Avoidable food waste

Consumers discard food in households

55% of waste past best-before date,
75% avoidable

Consumers do not accept food with imperfections

30% waste during production or in supermarket



Suboptimal food



Suboptimal foods:

foods that do not look optimal, but for which consumption quality is not reduced

Oddly-shaped fruit
and vegetables



Dairy at the best-
before date



Bread with broken crusts



Discoloured foods





Suboptimal foods - in the eyes of the consumer



Before purchase

After purchase

Best-before date

Foods that appear suboptimal to buy because they are close to the 'best before' date
(Categories: dairy, bread)

Foods that have become suboptimal – although still edible - because they are close to or have passed the 'best before' date (Categories: dairy, bread)

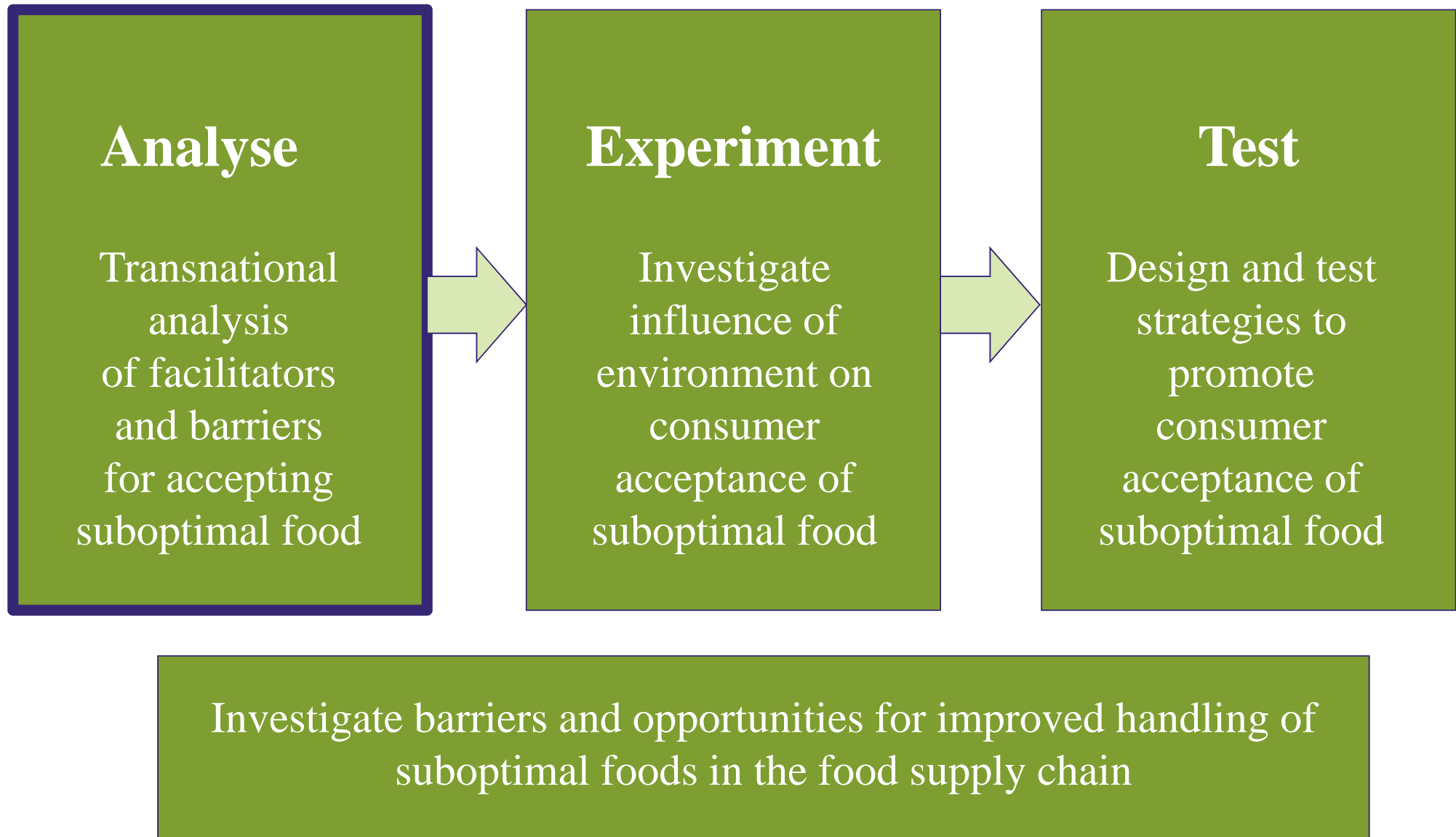
Sensory deviation

Foods that appear suboptimal to buy because they are deviating from the 'normal' offer – especially visually
(Categories: dairy, bread, fruit and vegetable)

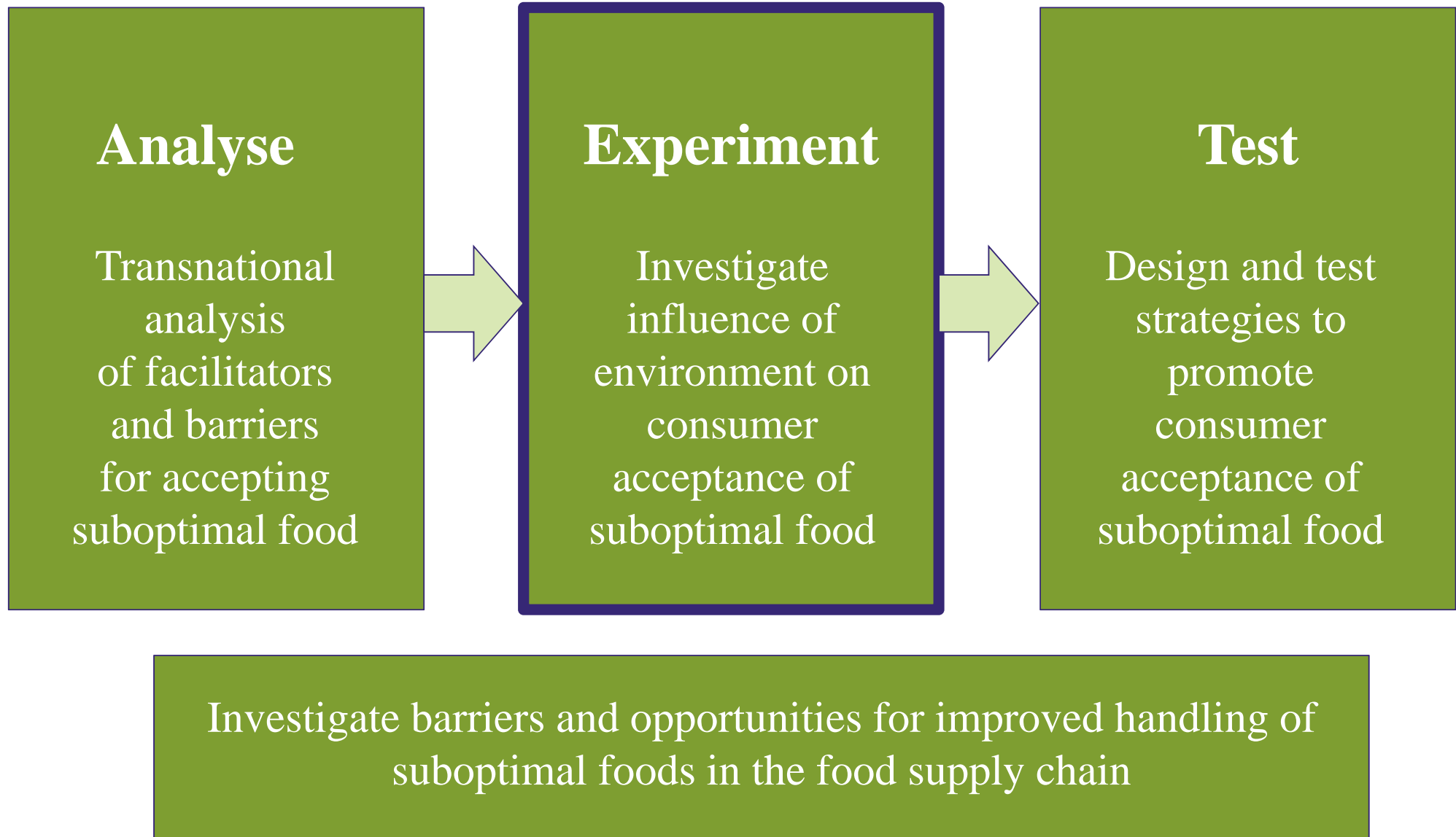
Foods that have become suboptimal – although still edible - because they are deviating from state at purchase – visually and other (Categories: dairy, bread, fruit and vegetable)



1. Understand the barriers and facilitators for acceptance of suboptimal foods
2. Investigate how strategies that stimulate consumer acceptance of suboptimal foods can be successfully implemented into the food supply chain.
3. Design and test strategies that promote the consumption of suboptimal foods



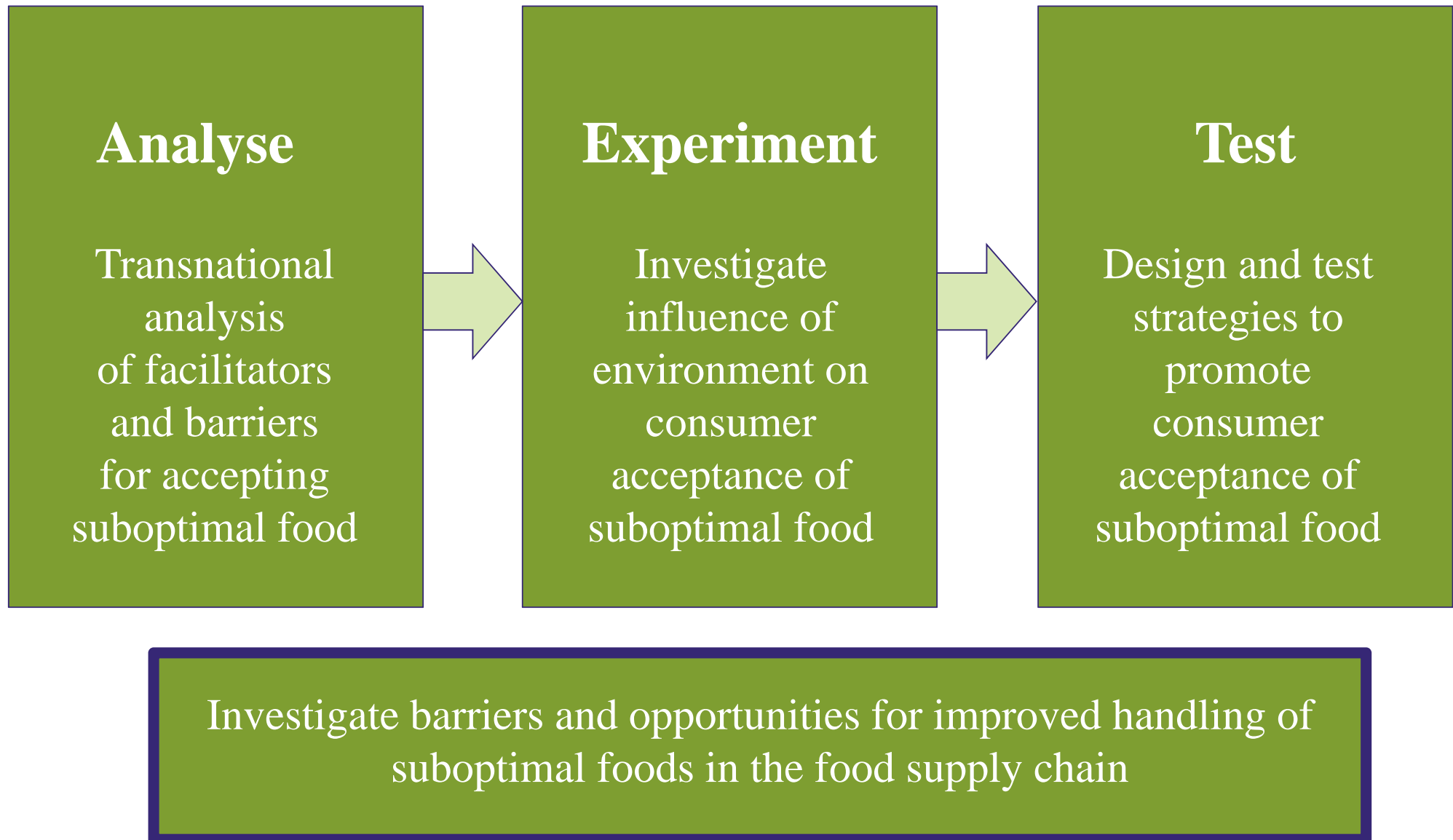


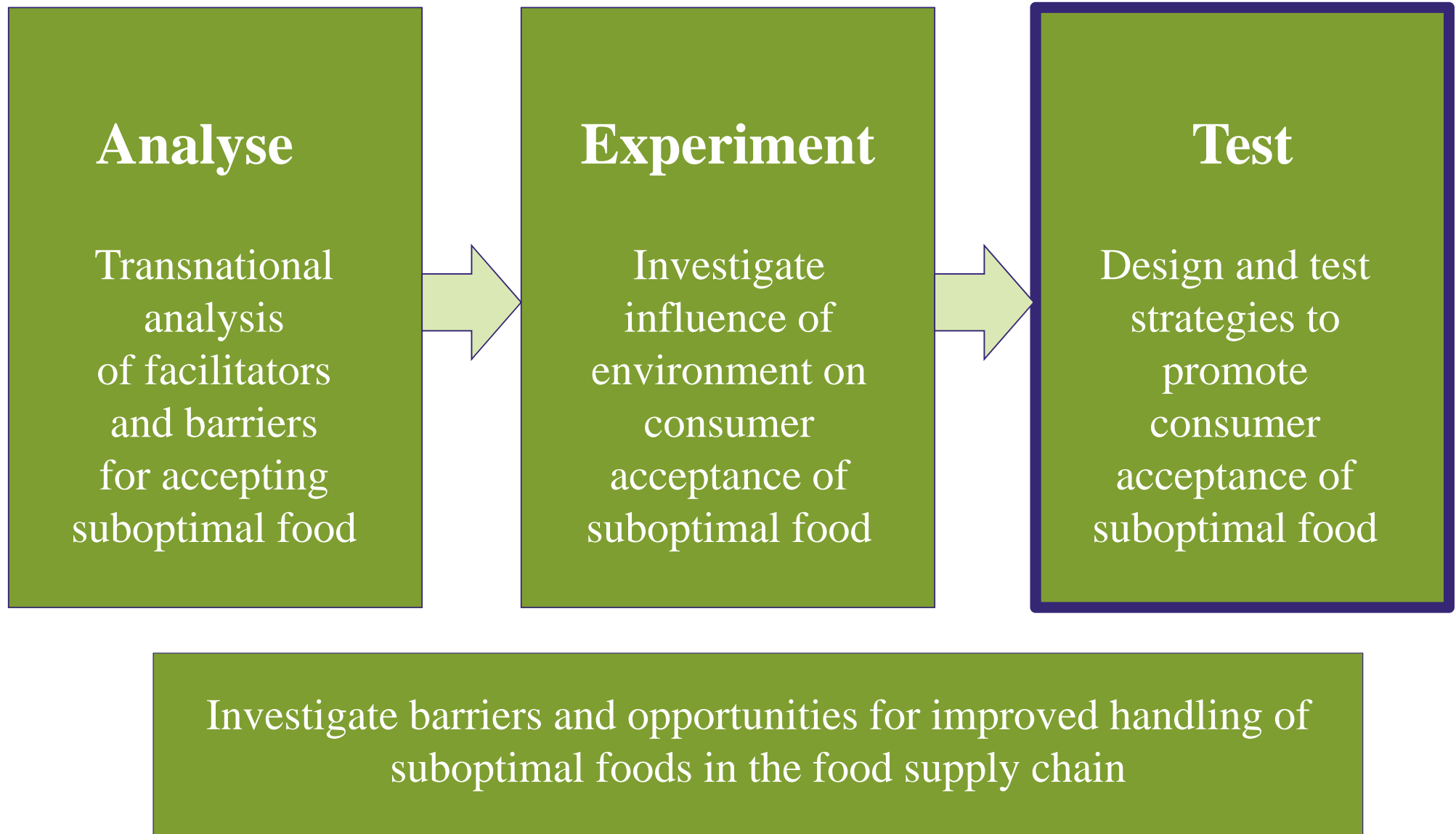




SUSFOOD









A GROTESQUE APPLE

A
DAY
KEEPS
THE
DOCTOR
AWAY
AS
WELL.

Intermarché's
Inglorious
fruits and
vegetables:
a glorious fight
against
food waste.





THANK YOU FOR YOUR ATTENTION