



HELLMANN'S STUDY
**SUCCESSFULLY REDUCES
HOUSEHOLD FOOD WASTE
BY ONE THIRD**



INTRODUCTION

Food waste is an environmental and humanitarian crisis. One-third of all food produced in the world is lost or wasted between farm and our plates, contributing to climate change by creating 8 per cent of annual global greenhouse gas emissions. Moreover, food that is lost or wasted negatively impacts food insecurity, our fragile ecosystems and biodiversity and creates \$940 billion in economic losses globally each year.

Shockingly, households are the biggest contributor to this challenge. According to UNEP's 2021 Food Waste Index Report, 61% of all food waste occurs in domestic homes. As the Global Brand Vice President of Hellmann's, this issue is especially important and relevant to the people we serve. For more than a century Hellmann's has been helping people turn the simplest ingredients into tasty

meals with its mayonnaise and sauces. Transforming ingredients into delicious dishes – which ensures they are enjoyed and eaten – is part of our heritage. It is also the driving force behind our ambition to help families become more resourceful with their food, so that they waste less.

That is why we embarked on an ambitious study to uncover simple solutions people can use at home to reduce food waste – without sacrificing the enjoyment that comes from preparing a tasty meal. We are pleased to share with you the findings of our research and its potential implications for helping make progress on this urgent global challenge.

Thank you,



References

UNEP, 'Food Waste Index Report' 4 March 2021, <https://www.unep.org/resources/report/unep-food-waste-index-report-2021>

Food and Agricultural Organization of the United Nations, 'Food Loss and Waste' <http://www.fao.org/food-loss-and-food-waste/flw-data/> Champions 12.3, 'Call to Global Action on Food Loss and Waste', 24 September 2020, <https://champions123.org/sites/default/files/2020-09/call-to-global-action-food-loss%20-waste-champions-123.pdf>



EXECUTIVE SUMMARY



FOOD WASTE: THE INVISIBLE ISSUE IN OUR HOMES

Food loss and waste has not yet cut into public consciousness to the same degree as issues such as plastics waste or transport emissions. It can seem more like an issue for the industry even though domestic households are the biggest contributor to global food waste¹.

Wasting food itself is not a behaviour; rather, it is the outcome of a chain of everyday actions from meal planning, shopping, storing, preparing and consuming food.

Most people don't set out to waste food. Previous internal research conducted by Hellmann's revealed that 70% of people around the world agree that 'avoiding food waste' is important to them, and the majority say they do not want to waste food.

But the barriers to preventing food waste are complex. They include factors like forgetfulness, time constraints in our busy lives, perceptions of a food's desirability (whether it is past its best by date or looks past its prime) and an individual's cooking skill and confidence. Even so, reducing food waste is possible.

With a little help to shift how people look at the contents of their fridge – so they see that anything they have left behind can be transformed into a quick and delicious meal, there is the potential to reduce food waste and make an impact on this crisis.

Working in collaboration with a network of partners, including behavioural scientists BEworks, leading NGO WRAP, behavioural strategy agency Marketing Mums and academic food waste specialists, Dr Erica van Herpen



of Wageningen University and Dr Paul van der Werf of Western University, Hellmann's has completed one of the longest and largest studies investigating food waste behaviour in consumers' homes.

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¹UNEP, 'Food Waste Index Report' 4 March 2021, <https://www.unep.org/resources/report/unep-food-waste-index-report-2021>

ABOUT THE STUDY

Hellmann's chose to conduct the study in Canada, which, like many developed markets, has high levels of domestic food waste.

The average Canadian wastes 79kg of food a year at home² and 63% of what is thrown away is still fit to be consumed, costing each household \$1,100 CAD per year³.

The study took place over five weeks beginning in November 2020. More than 1,400 households enrolled with 911 households completing the study. Participants came from every province, were their household's primary shoppers and food preparers, and had at least one child. As part of the programme, they were asked to commit to one 'Use-Up Day' per week when they would create a meal with ingredients already in their home and that might otherwise have been thrown away.

To assist them, participants were introduced to Hellmann's novel 3+1 approach. This was a simple mental formula for how to think about creating a meal with what they had to hand and could easily grab and use up. With the 3+1 approach, participants bring together ingredients from three categories: a base (e.g.

bread, rice, pasta), vegetable or fruit, a protein of choice, plus a 'magic touch' in the form of spices or sauce to bring the dish together and give it flavour. They were also given 12 flexible recipes or 'Flexipes', which were examples of the 3+1 approach, using commonly wasted ingredients, such as bread, tomatoes, apples and potatoes.

All participants were presented with weekly tips on food management. They were also asked to complete a weekly survey on food waste and other food management behaviours. BEworks measured the results through a self-reported survey that included a validated food waste questionnaire⁴ where respondents were asked to indicate which, and how much, of each food was thrown out.

These responses were converted into grams of food waste to calculate the amount saved over the entire programme.

²UNEP, 'Food Waste Index Report' 4 March 2021, <https://www.unep.org/resources/report/unep-food-waste-index-report-2021>

³Love Food Hate Waste Canada, 'Food Waste in Canadian Homes in 2020' citing National Zero Waste Council of Canada market research, September 2020, <https://lovefoodhatewaste.ca/get-inspired/food-waste-in-2020/>

⁴Erica van Herpen, Lisanne van Geffen, Mariska Nijenhuis-de Vries, Nancy Holthuysen, Ivo van der Lans, Tom Quested; "A validated survey to measure household food waste" MethodsX, Volume 6, 2019 <https://www.sciencedirect.com/science/article/pii/S2215016119302948>



SIMPLE, LOW-EFFORT SOLUTIONS ACHIEVE RESULTS

The programme had a significant impact on reported food waste. Participants who committed to creating a meal using what they had to hand on a weekly Use-Up Day **reduced their food waste by a third.**

A 'Use-Up Day' is a day when study participants focused on making a meal out of ingredients they already had in their kitchens. Through a set of easy-to-use tools, Hellmann's created a way to help people reconsider their left-behind ingredients and see the potential to create a delicious meal from what they have on hand, giving them confidence in their skills and resourcefulness. People also felt that following this approach saved them money on the household food budget. At the core, the programme addressed the problem many people face of not knowing what to do with leftover ingredients – leading to them being ignored and ultimately being thrown away. Positive findings that supported the overall successful reduction of food waste included:

70%



reported that the programme, including committing to a 'Use Up Day', **did not require too much effort**

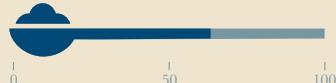
84%



found the programme enjoyable with **79% likely to recommend** it to family and friends

Almost

64%



found the flexipes easy to make

Simple behavioural nudges – completing a weekly survey on food waste including self-reporting on food usage – **made people more conscious of their food** and helped them to think differently about it



Such success – and participants' enjoyment – is significant. This is the first study of its kind to examine the impact of taking a flexible approach to how meals are made on food waste reduction. If all households with children across Canada adopted this programme, the amount of food waste saved would be roughly 250 million kg⁵. And while tools such as the 3+1 approach and flexipes provided a useful mechanic that helped participants think differently and flexibly about their spare food, it was their newfound sense of resourcefulness and confidence in using it to create a tasty meal that was their primary motivator for doing so.

CREATING LONG-TERM CHANGE

The study has already shown the potential longer-term impact of adopting a more conscious yet flexible approach to meal-making on food waste in the home. In a follow-up conducted with participants two months after they completed the initial study:

More than **81%** reported that they continued to make 'Use Up' style meals, with nearly 9 out of 10 (89%) saying they would be likely to continue making them

64% were still using the 3+1 approach, half (50%) were still using Flexipes

79% thought they would likely continue to use both Flexipes and the 3+1 approach

Hellmann's ambition is to make this programme available at scale to help further reduce food waste at consumer level. This spring, Hellmann's will be building out the programme into a scalable, digital experience for further testing with the aim of making it available to all Canadians later in the year. The goal is to extend the programme's reach across the world to help millions of people **make taste, not waste.**

⁵This was calculated using curb-side food waste analysis data from van der Werf, P., Seabrook, J. A., & Gilliland, J. A. (2019). "Reduce Food Waste, Save Money": Testing a Novel Intervention to Reduce Household Food Waste. *Environment and Behavior*. doi:10.1177/0013916519875180

