It is time to cry over spilled milk

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M. Consumer Science

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Introduction

Throughout the supply chain, 10-25% of dairy products is wasted annually.

1.3 billion tons of food is wasted globally, equalling to approximately 1/3 of all edible parts of food produced for human consumption.

Relatively cheap demand, accessible available history supply.
Research problem


Shopping

Can South Africa continue business as usual?

Waste management
Research aim

The principle aim of this study was to investigate and describe the impact and amount of household dairy product waste.
Research methodology

Sample and sampling

- Gauteng
- 21 and older
- Responsible for food purchase and preparation in household
- 1767 sampled whereas 1143 completed

Convenience sampling
Questionnaire
Fast and inexpensive
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<th>Research methodology</th>
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<th>Demographic information</th>
<th>Eleven questions</th>
<th>Slider scale or filling block</th>
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| 2 | Definition of food waste and responsible groups for food waste in South Africa | Four questions | Group responsible for food waste  
|   |                          |                  | Group best equipped to address food waste  
|   |                          |                  | Definition  
|   |                          |                  | Pictorial collage  |
| 3 | Reasons for food waste | Eleven questions | Five-point scale |
| 4 | Food products likely to be wasted | Three sections | Wasted food products  
|   |                          |                  | Food categories  
|   |                          |                  | Food commodity order  |
| 5 | Three most wasted food categories | Sixty four statements | Contributing to food waste |
| 6 | Barriers limiting household food wastage and suggestions to curb household food waste | Two questions | Barrier  
|   |                          |                  | Suggestion  |

|   | Barrier  
|   | Suggestion  |
|   | Fill in block  |
Results

Food Categories

Dairy  Fruit  Vegetables  Bread

Ranked top 4  1st place
Results

**MILK**
- Very unlikely: 6%
- Unlikely: 19%
- Undecided: 39%
- Likely: 5%
- Very likely: 31%

**YOGURT**
- Very unlikely: 8%
- Unlikely: 24%
- Undecided: 7%
- Likely: 30%
- Very likely: 31%
Do consumer understand food waste?
Conclusion
Thank you

Prof E. Buys

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