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It is time to cry over spilled milk

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M. Consumer Science

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

Relatively cheap



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

Demand
Accessible
available
history
supply



Introduction

Research problem



Food insecurity. Billions annually. Resource wastage.



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



Research methodology

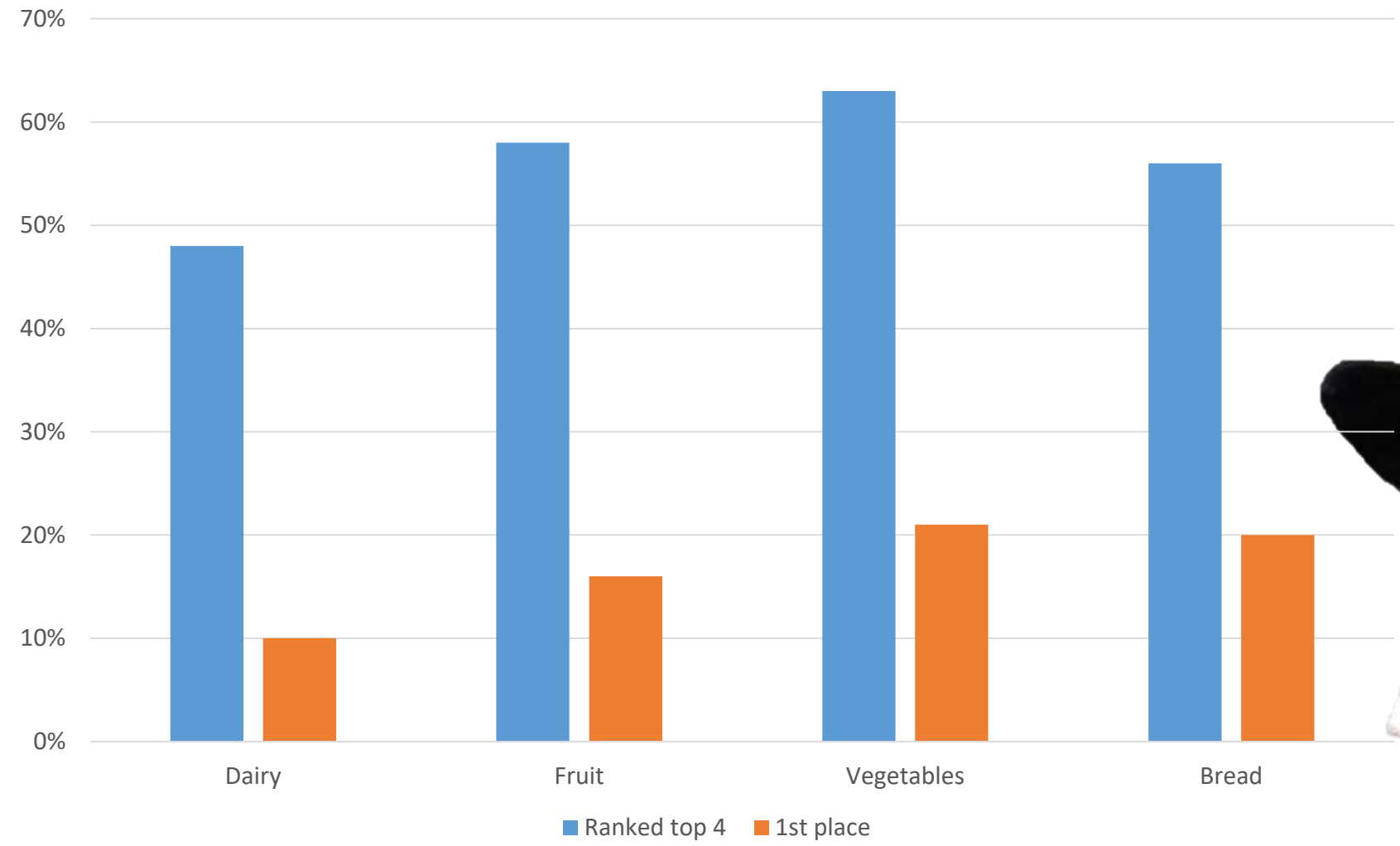
Questionnaire

1	Demographic information	Eleven questions		Slider scale or filling block
2	Definition of food waste and responsible groups for food waste in South Africa	Four questions	<ul style="list-style-type: none"> • Group responsible for food waste • Group best equipped to address food waste • Definition • Pictorial collage 	Five point scale Choose Click on photo
3	Reasons for food waste	Eleven questions		Five-point scale
4	Food products likely to be wasted	Three sections	<ul style="list-style-type: none"> • Wasted food products • Food categories • Food commodity order 	Five-point scale Slider scale Ranking
5	Three most wasted food categories	Sixty four statements	<ul style="list-style-type: none"> • Contributing to food waste 	Select
6	Barriers limiting household food wastage and suggestions to curb household food waste	Two questions	<ul style="list-style-type: none"> • Barrier • Suggestion 	Fill in block



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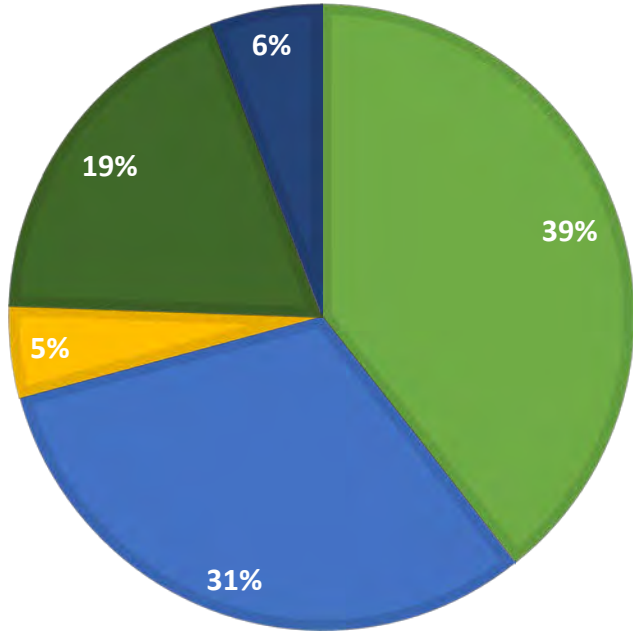
Food Categories



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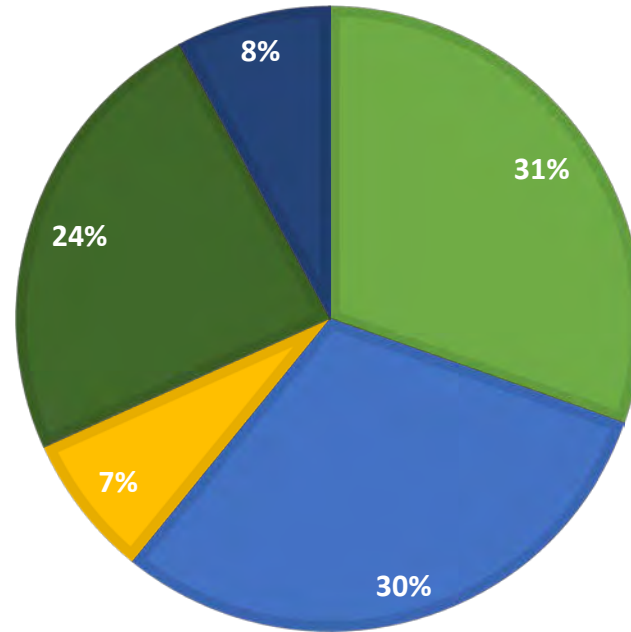
MILK

Very unlikely Unlikely Undecided Likely Very likely



YOGURT

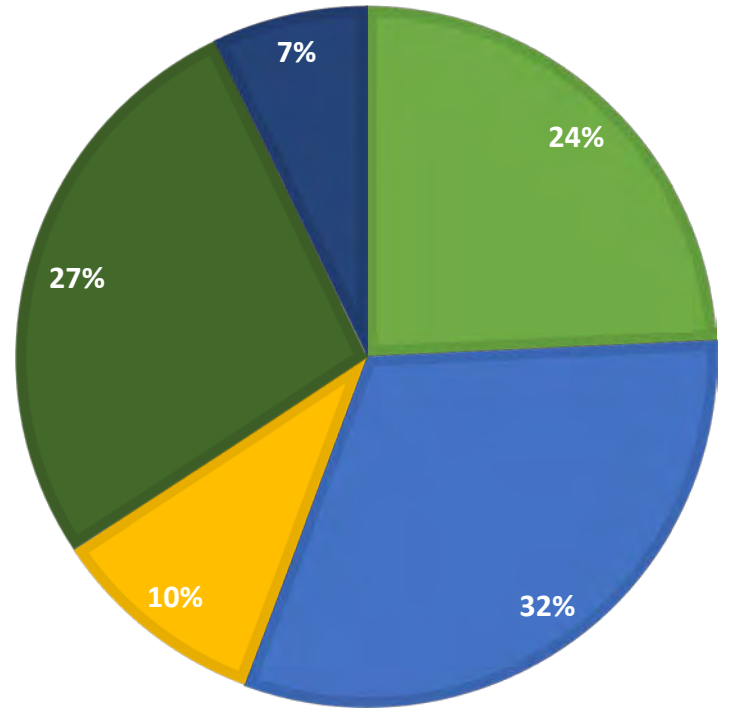
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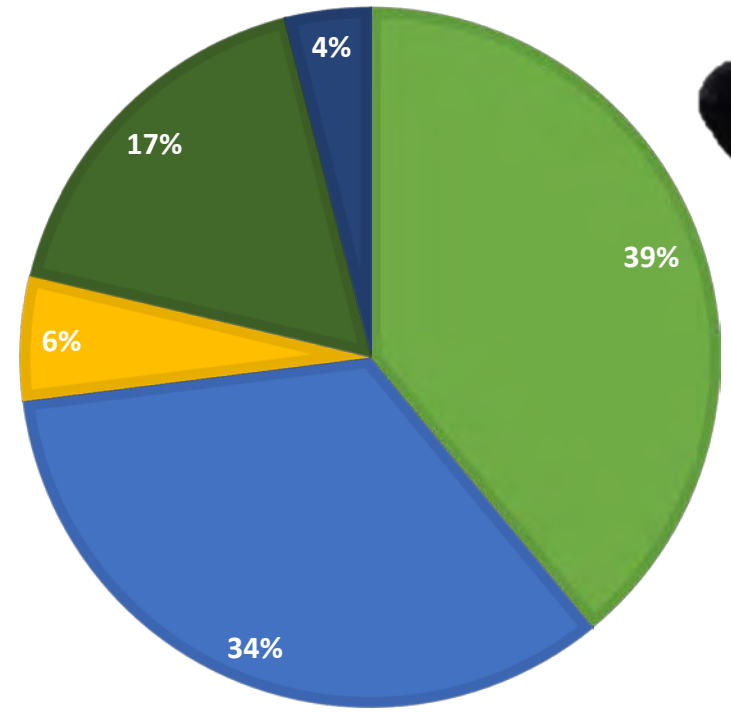
CREAM

Very unlikely Unlikely Undecided Likely Very likely



CHEESE

Very unlikely Unlikely Undecided Likely Very likely



Do consumer understand food waste?



Conclusion



Thank you

Prof E. Buys

The financial assistance of the National Research Foundation (NRF) towards this research is hereby acknowledge. Opinions expressed and conclusion arrived at, are those of the author and are not necessarily to be attributed to the NRF.

