

Alimentation – Course 2

MOOC

FOOD WASTE





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INTRODUCTION

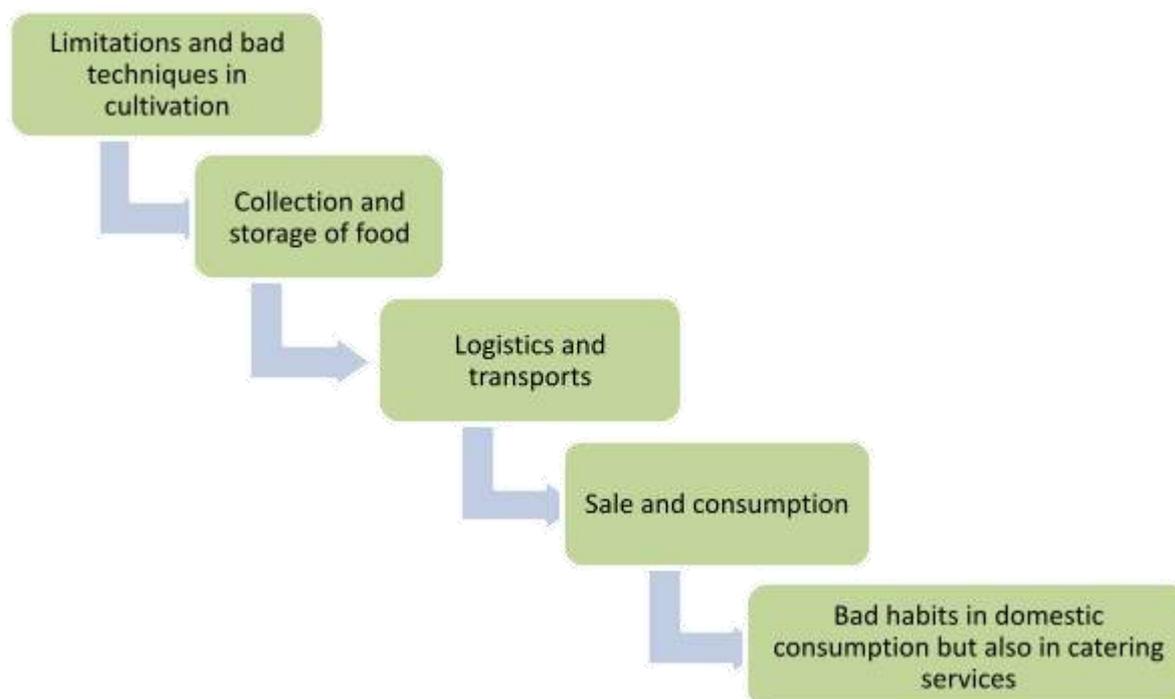
When it comes to food and alimentation, referring to responsible tourism, it is important to talk about how to avoid food waste related to the habits of both tourists and tourism professionals, focusing on a series of good practices and "eco-friendly gestures" in tourism to reduce waste. At a later stage, we will talk about innovative approaches in the management of food and its reuse and/or disposal. All this in order to reduce the environmental impact by approaching the "zero waste" model.

It is good to understand how food waste occurs along the entire production chain and to adopt a plan to reduce food waste (from scraps, leftovers, non-consumption of food) as well as from the packaging in which the food is first transported and then consumed. Having a holistic vision that includes and analyses all the critical issues in the food supply chain is important to understand how tourism professionals and tourists themselves can make choices and become aware of the issue of responsible consumption and social and ecological sustainability. In this course, we will talk about innovative approaches in the management of food and its reuse and/or disposal in the field of tourist services. All that, in order to reduce the environmental impact by approaching the "zero waste" model.

1. Lesson 1- Where does food waste come from?

WASTE IN THE FOOD SUPPLY CHAIN

The causes of food waste are many according to the different phases of the food supply chain. The most important waste comes out from the very first stages in the food supply chain, and then extends from production to consumption (see graphic below)





More specifically, within the food chain we encounter three problems:

1. At the very beginning of the food chain, wasting organic materials can have several negative externalities such as food which is not correctly collected because of technological deficit and it can cause a dangerous over-consumption of the soil and exploitation of the farm workers;
2. Then, other criticalities emerge from the distribution phase within the food chain, where food supply is not updated and fixed according to the real demand;
3. In the end, the last consumers, such as households but also tourism professionals represent other possible actors for food waste. Especially in the tourism sector, including hospitality services, there is a huge mismatch between food purchased and food used. As for the household, domestic waste arises from the consumer's difficulty to buy and not be able to consume food and large portions (both in restaurants and at home).

The two main causes for domestic waste are:

- Too much food is cooked and not eaten: the so-called "leftovers"
- Food is not consumed in time: food and drinks are "thrown away" because of their expiration date or because they look bad for eating. These foods that end up in the trash badly contribute to the greenhouse gas emissions.

WASTE IN CATERING AND OTHER SERVICES (REFERRING TO TOURISM)

Know the needs

A constant rethinking by both tourists and tourism professionals is therefore necessary to help and ensure the best use of food resources. It is necessary for the tourist consultant and/or tourism professional to know the needs (tastes and food preferences) of the tourists, guarantee quality in the food delivering while avoiding waste. Tourism professionals must be innovative as well as competitive, meeting the deepest needs of their clients related to eating habits. It's very important to plan tourists tailored offers for food, effective and targeted to the traveler's exigencies.

How to meet the needs, exigencies and expectations of our tourists? Take a look to some useful tips:

- ❖ Identify the needs expressed by the tourists and ideate targeted managements solutions and wider offer for tourist services. For that purpose, tourism professionals can preliminary use "unstructured observations" while observing how the tourist behaves, which are his/her main choices in terms of food consumption and during the main meals: breakfast, lunch, dinner. Or, on the contrary carry out some "structured interviews by asking tourists what they would like to eat and consume during their stay;
- ❖ Elaborate an **experience journey map** so to design targeted services for tourists. The tourist experience journey map is a visual interpretation of what the tourist is looking for and wants, therefore reflects his/her point of view. In that case, design thinking could be used to improve the tourist experience;
- ❖ Brainstorm together while trying to combine both tourism professionals and tourists' demands;



- ❖ Highlight the challenges in the tourists and/or tourist ask for food services;
- ❖ Use the “Canvas model” to figure expectations and needs of both tourists and professionals.

Be able to reduce, reuse, recycle – 3R



Professionals in tourism should care about reducing food waste when providing catering and menus, by reusing leftover food and sensitive tourists to choose smaller portion and avoid leftovers on the dishes.

Today, these 3 main skills: reduce, reuse and recycle together with the other “green skills” are very important to build new tourism models where sustainability is on the mind of both tourism professionals and tourists themselves.

2. Lesson 2: Raising awareness on food waste



ZERO WASTE

How to raise awareness on food waste? What to do?

- ❖ As tourism professionals, be sensitive producers
 - ❖ As tourists, be sensitive consumers
 - ❖ Move to the zero-waste model: all food is consumed
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- ❖ Take a look to the whole food chain and choice the shortest one: *“promoting direct relations between producers and consumers and shortening the food supply chain, as well as by calling on all stakeholders to take greater shared responsibility and encouraging them to step up coordination in order to further improve logistics, transport, stock management and packaging”* (Committee on Agriculture and Rural Development, 2011)
 - ❖ Promote 0km and local foods, in order to spread economic wellbeing and welfare among all the stakeholders but also in order to reduce packaging and eliminate waste.
 - ❖ Manage the stocks and the food amount at our disposal. With proper planning and foresight, tourism service can keep a minimum inventory of the food needed and prevent waste associated with



overstockage. In addition, it is very important to forecast demand for food, in order to adjust our stocks and inventories to avoid waste and economic losses from low and/or excess inventory.

- ❖ Raise awareness among people: “*promote **awareness-raising campaigns** to inform the public of the value of food and agricultural produce, the causes and effects of food waste and ways of reducing it, thereby fostering a scientific and civic culture guided by the principles of sustainability and solidarity*” (Committee on Agriculture and Rural Development, 2011)

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