

Connecting Ethical Dining to the Future

~What We Can Do to Reduce Food Waste~

**Shikoku University
Junior College**

【Theme】

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1

Understanding the Current State of Food Waste

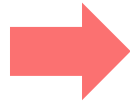
We conducted an awareness survey among the youth, mainly university students, to understand the current state of food waste.

Survey period: October 1 – October 31, 2024

Number of survey responses: 106



Youth



Survey



Results
Summary

Why do people not consider food waste as a serious issue?

“Even if I try hard on my own, the situation won’t change” – in other words, a tendency to think that the problem doesn’t concern them



The logic that how you buy is a matter of personal freedom since you use your own money

People do not seem to consider other people’s problems and individual freedom as something that affects them, but rather as something that happens in some distant world. We believe that our future task is to convey information about food waste to as many people as possible and promote their understanding through consistent activities, so that people can at least begin to see it as something that concerns them personally.

What does this tell us about key issues in reducing food waste?

1

Reduce waste caused by mass production

Providers can adjust production and stock (distribution) volumes by understanding consumer needs in advance as quantities (discounts, points, etc.).

2

Change consumer awareness

Increase opportunities to learn about food waste correctly so that people can see it as something that concerns them personally.

3

Countermeasures for leftover food

Create a system whereby customers are awarded points for finishing what they order and allow them to earn rewards for accumulating points. In addition, some menu items would be allowed to be taken home, and penalties for leftover food are established.



2

Considering the Causes and Countermeasures for Food Waste

Occurrence at the point
of sale (For sellers)

Unsold items

Damaged items

Expired items



Occurrence at home
(For consumers)

Shopping

Cooking

Dining out

3 What We Can Do to Help Resolve the Issues

- ☆ Conducting a survey of children's likes and dislikes
 - Survey on food they dislike
 - Know the menu items and ingredients that lead to food waste



Ethical consumption university students can easily do

- ① Promote *temaedori* (taking grocery items with earlier expiry dates that are most likely in front of the shelf)
- ② Bringing your own drink and food containers
- ③ Keeping in mind the 3Rs (Reuse, Reduce, Recycle)
- ④ Checking what is left in the fridge before shopping
- ⑤ Saving electricity and water



4

Towards Solving Social Issues



We, as consumers living in a digital society, and as “working adults—to be” about to enter society, will pass on the local culture and history, and practice ethical consumption.

And to contribute to building sustainable local communities, we will support “local food” through our daily consumption behavior.

Thank you.

