

# Psychology of food waste

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Newcastle: Nutrition, Food Choice and  
Food Waste

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# Late 20th Century **developed** world

- Epidemiological revolution: longer life and death from degenerative diseases: shift to long-term consequences
- food surplus
- extraordinary range of food choices
- development of super-foods (e.g. chocolate)
- no work needed to attain choices
- massive amounts of risk information
- no training in dealing with risks/benefits





# Empathy

- Stalin

# Contagion



MILK  
APPLE  
NEW!  
100% PURE - READY TO DRINK



*Whitman's*

Sampler

CHOCOLATES & CONFECTIONS

NET WT. 16 OZ. (1 LB.) 453 GRAMS









GOLDWATER  
RESTAURANT  
FOOD  
CAFE

CAFE



# Toilet to tap



# Limited Capacity

A



**3**



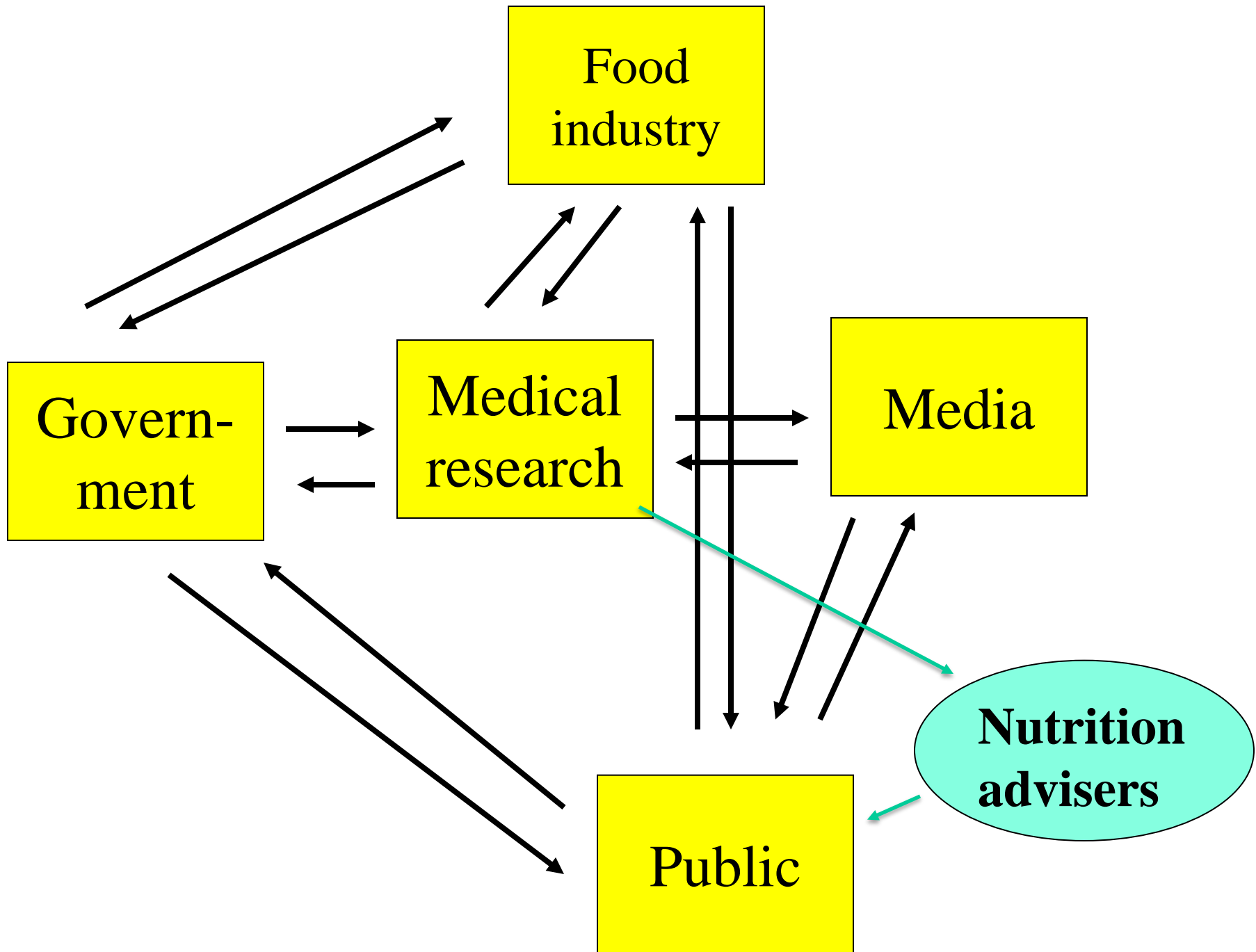
**Height  
4 ft 11 in**



**3**

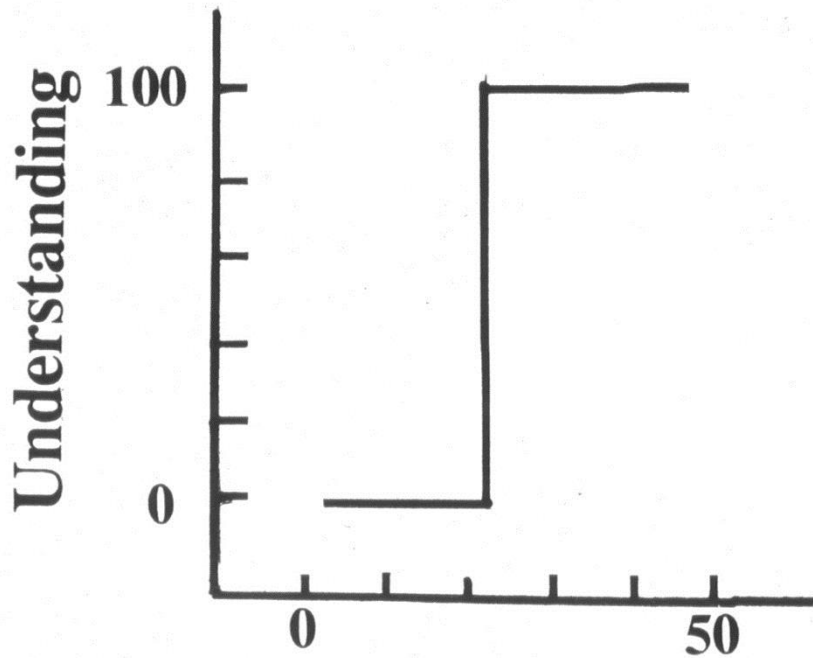


**Height  
5 ft 9 in**

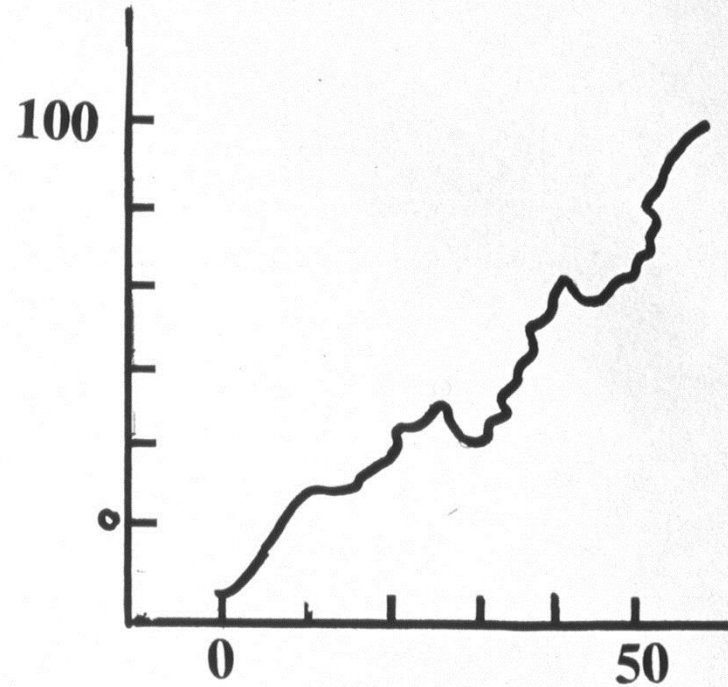


# The Progress of Science

## Lay Model



## Actual Events



Time (years)

# Cholesterol, sugar, antioxidants

## Google n gram

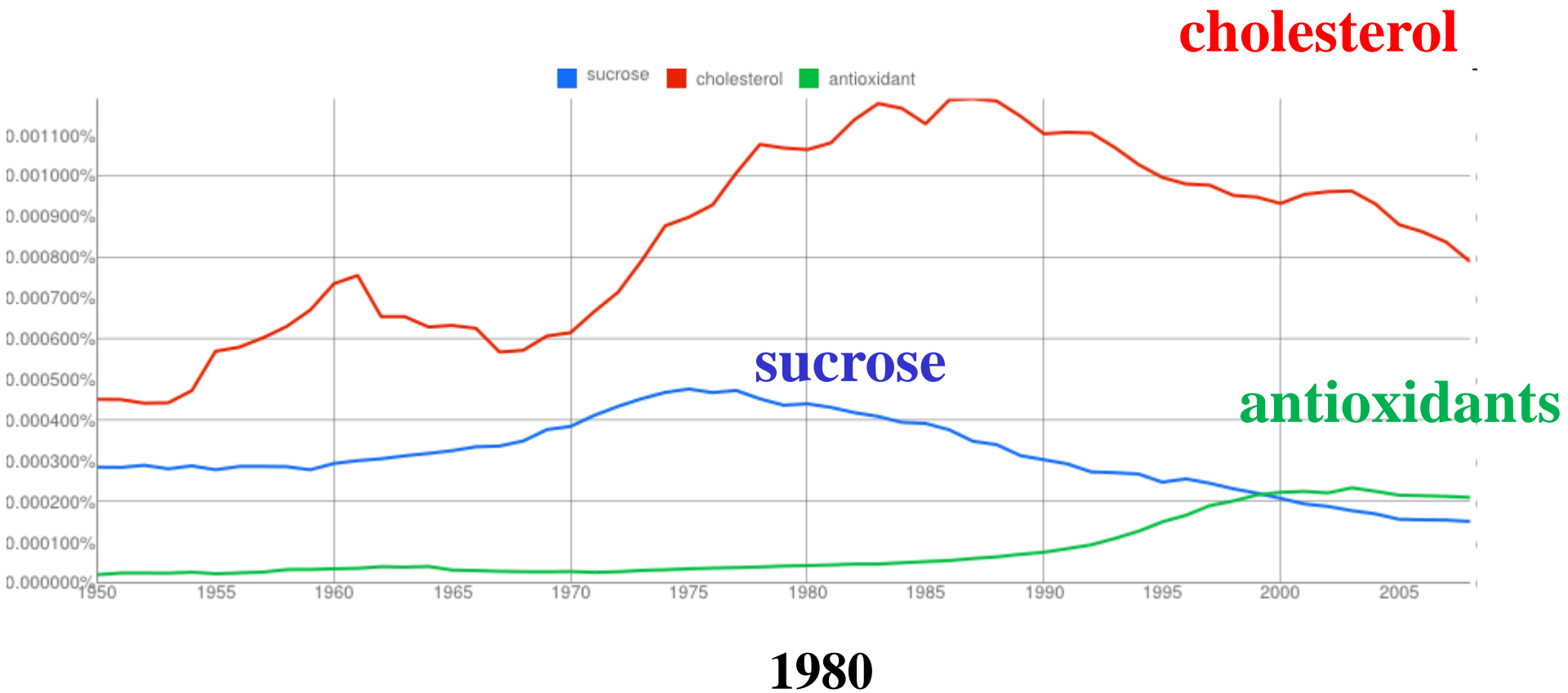
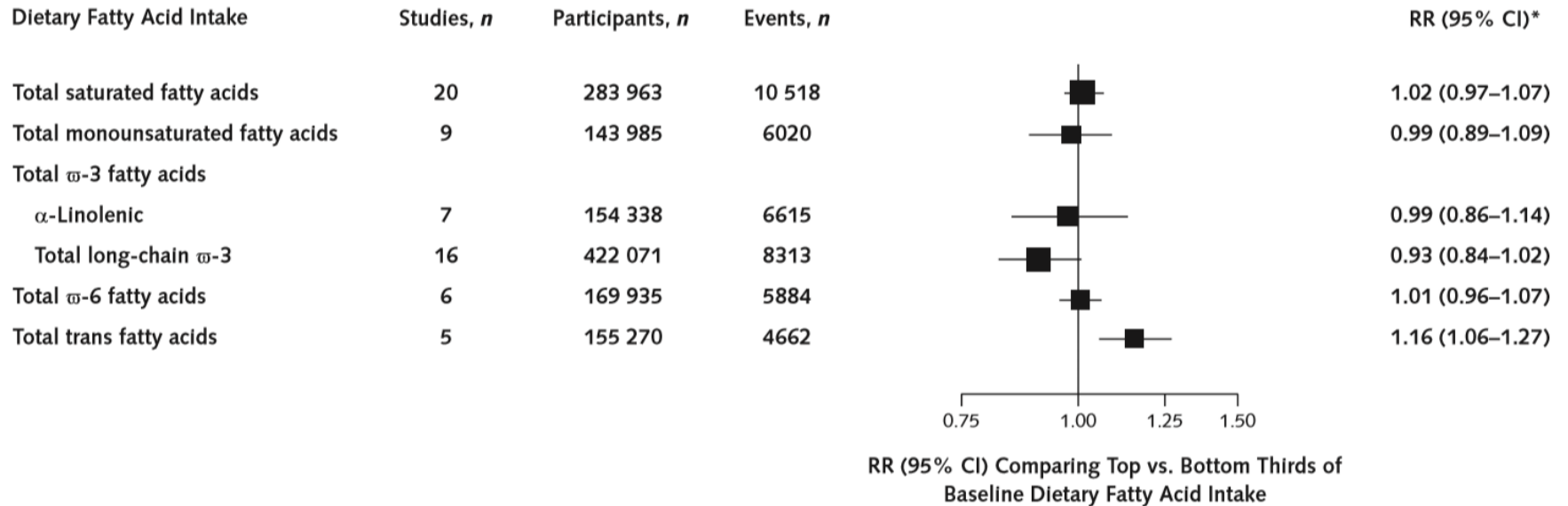


Figure 1. RRs for coronary outcomes in prospective cohort studies of dietary fatty acid intake.



Size of the data marker is proportional to the inverse of the variance of the RR. RR = relative risk.

\* Pooled estimate based on random-effects meta-analysis. Corresponding forest plots,  $I^2$  estimates, and pooled RRs based on fixed-effects meta-analysis are provided in Supplement 1, available at [www.annals.org](http://www.annals.org).

# Nudges (Thaler & Sunstein)

- Changing the environment

Malibu

Menu board with text and graphics

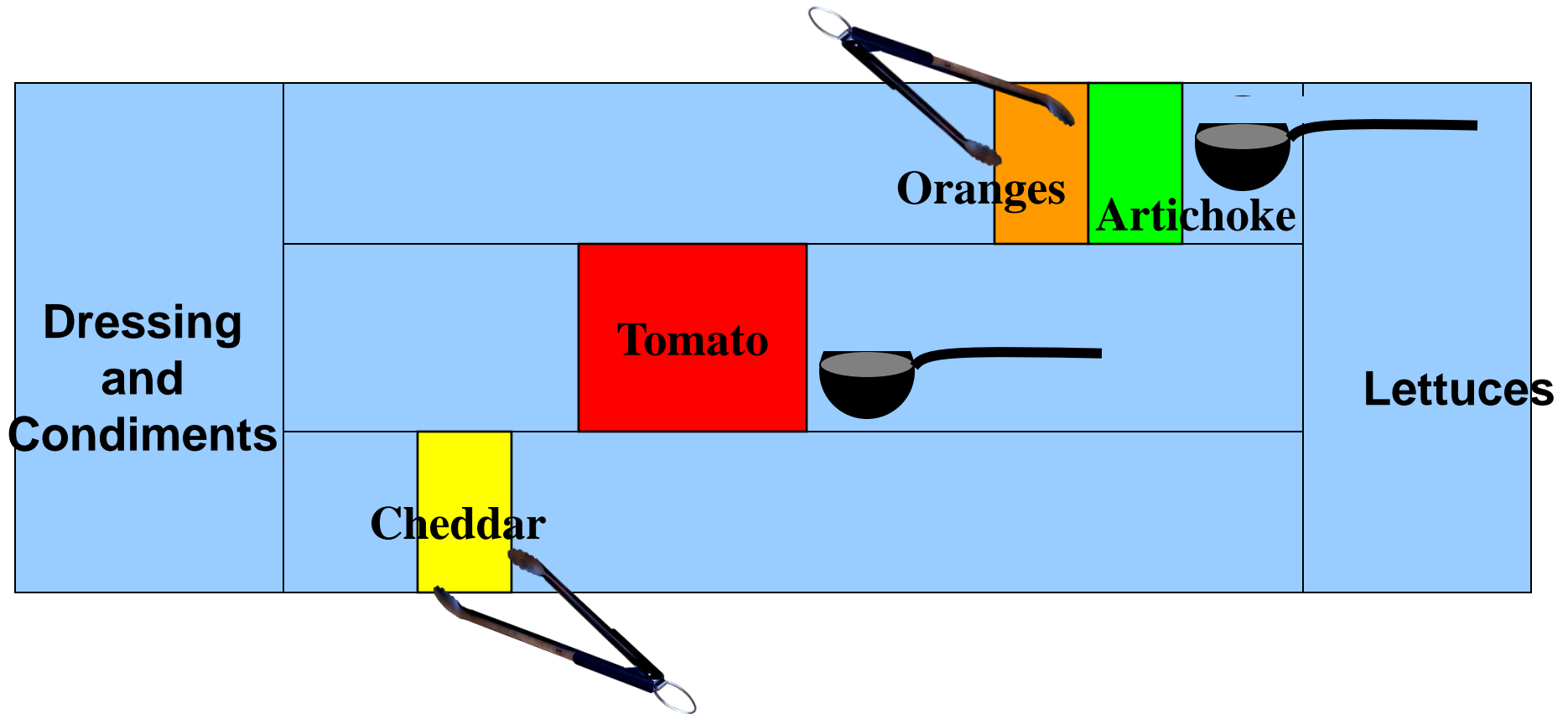


ABRAMSON CAFE SALAD BAR



16 4:28 PM

# Schematics: Spoons/Tongs, Manipulation A



•  
With Sydney Scott et al.





**La rue n'est pas**

**un crottoir**



Ville de  
Montpellier



**Un peu de respect**

© 2005 - Image: B&W



**Singapore  
Autocratic  
Democracy  
The longer view**



# Cut food waste

Be humble

Labels: calories

McDonald's and salad: visual consumption

# Food choice

- Availability (amnesics)
- Cost
- **Taste**
- Convenience
- Health

# Supermarket food portions

<b>ITEM</b>	<b>Carrefour</b>	<b>Acme</b>
<b>Yogurt (modal)</b>	<b>125g</b>	<b>227g</b>
<b>Fresh fruit (mean,4 types)</b>	<b>431g</b>	<b>553g</b>
<b>Coca cola (modal)</b>	<b>330ml</b>	<b>500ml</b>



# Supermarket non-food portions

<b>ITEM</b>	<b>Carre- four</b>	<b>Acme</b>
<b>toothpaste (modal, ml)</b>	<b>75</b>	<b>170</b>
<b>toilet paper (mean, sq cm)</b>	<b>121</b>	<b>117</b>
<b>Cat food (modal, g)</b>	<b>100</b>	<b>85</b>



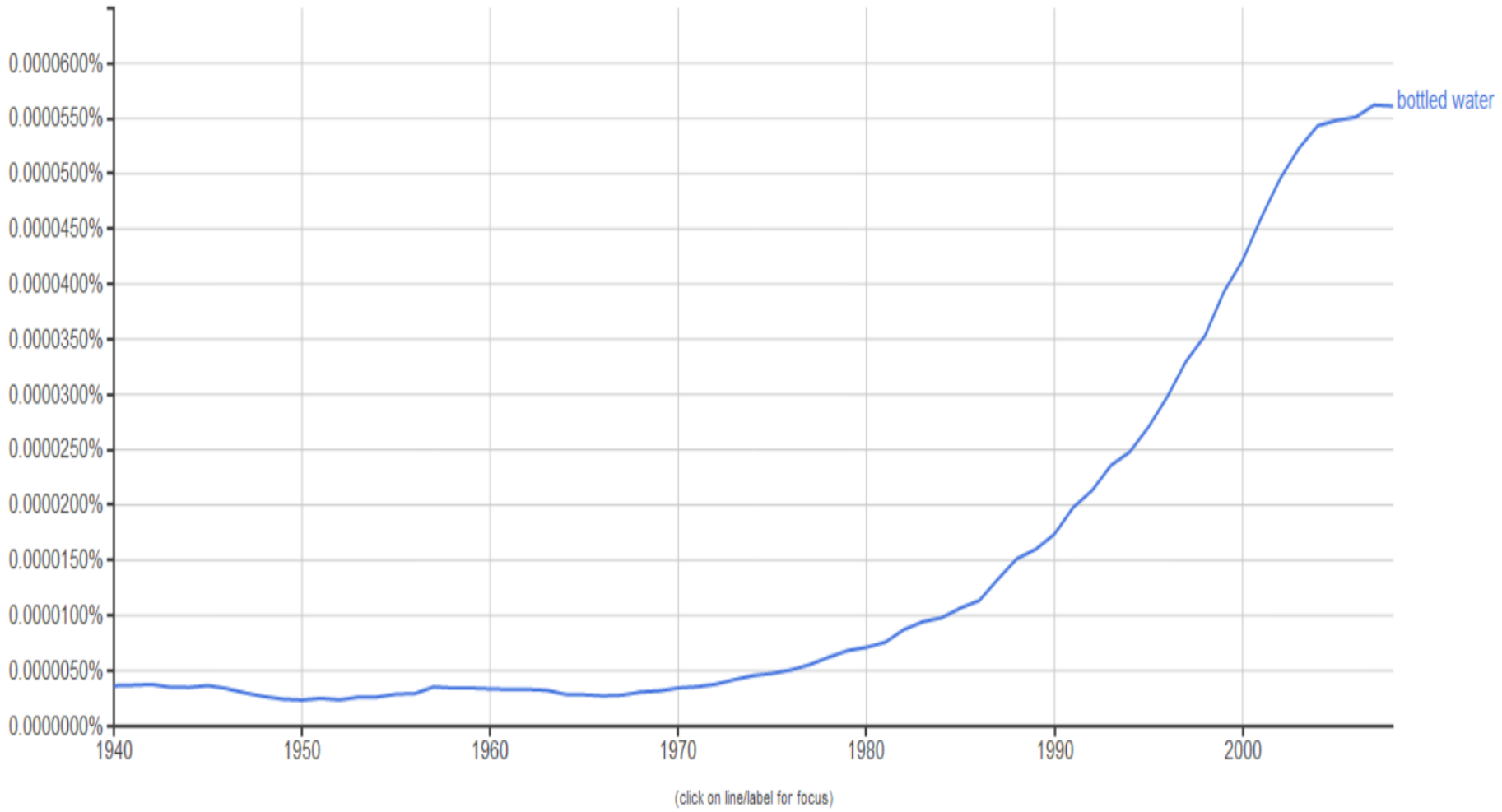
# Government versus Industry initiation

- Let the free market do it (organic, fat free, calorie free)
- Smaller portion sizes



# Changing behavior

- Automate- habit seat belt
- Change selection set
- Incentivize
- Create a like or dislike
- Moralize
- Embed with meaning



# Bottled water

*Maison de l'eau*





**SPRING WATER**

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**NOT FROM CONCENTRATE**



**SPRING WATER**

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**DEHYDRATED: JUST ADD WATER!**

# Things to do

- Nudges: change environment, not people
- Promote recycled water
- Make it easier or the alternative harder (salad bar)
- Refrigerator shallower
- Free public transportation
- **Smaller portion size**

- Vote Democratic
- Merge with Canada
- Promote consumption of more plant foods
- Promote insects as human food



END