

# The Answer to Reducing Food Waste? Cook Daily and Shop Less



**London, United Kingdom Nov 4, 2021 ([Issuewire.com](https://www.issuewire.com))** - A study into the reduction of food waste has found a link between cooking and shopping habits, namely that those who cook every day are more likely to use up existing ingredients at home.

The **Why Waste?** the project launched earlier this year following the UN announcement that **one billion tons of food are wasted every year and where we waste the most is in our homes.**

[The survey](#), that gathered insight from 5,000 people aged 16 and above, also found that **concern about food waste increases with age, fruits and vegetables are the most commonly wasted foods, and leftovers are the most common form** that food waste takes.

So why exactly does cooking every day and shopping less provide the answer to reducing food waste?

*"The results showed us that those who cook almost every day grocery shop fewer times showing a planned approach to cooking and ingredient management while those cooking just once a week are also frequently shopping, a more impulsive approach. Both groups approach cooking differently; impulsive cooks are deciding what to cook and then grocery shopping, planners are deciding what to cook based on the ingredients available at home"* explains Ryan King, editor-in-chief, [Fine Dining Lovers](#).

## Highlights of the Survey

(of respondents, rounded to the whole percentage)

- Just under half said they often think about food waste when shopping, cooking or eating.
- 10% rarely think about food waste when shopping, cooking or eating
- 70% of people said that the food they waste the most were vegetables and fruit.
- 50% of people said that the food they waste the most was the food they had forgotten about.
- 20% of people create food waste from cooking too much.
- 65% think that expiration dates on food are too short.
- 50% think packaged food is never the right size.

## Data on Food Waste

- 286 million tonnes of pasta, rice and bread, cereals, in general, are wasted every year
- We throw away 50% of all vegetables and herbs we buy
- 20% of the meat we take to eat are wasted
- 35% of the fish we take to eat are wasted
- 800 million people in the world do not have enough to eat

Why Waste? was created in collaboration with [S.Pellegrino](#), online food platform Fine Dining Lovers and [Food for Soul](#), the non-profit initiative from chef [Massimo Bottura](#) and his wife Lara Gilmore mobilising and empowering local communities to reduce food loss and waste and support social inclusion.

(ends)

## Editors Notes

### Full Survey Can Be Downloaded Here:

<https://www.finedininglovers.com/whywaste>

## About The Survey

The Why Waste? the survey reached over 5,000 respondents and the purpose was to ascertain cooking behaviours and attitudes to food waste that will provide insight to help in the global fight against food waste.

## Quote

*"We've been canvassing our readers on their cooking behaviours and attitudes to food waste, in an attempt to understand how we can address one of the most pressing issues facing gastronomy and the environment. The results will be used to create dynamic resources that will prove useful to our audience and help in the global fight against food waste."*

**'Ryan King, editor-in-chief, Fine Dining Lovers**

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