

# Consumer Toolkit

FOODRUS

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#FoodWasteFree  
#ZeroWasteCooking  
#ReduceBreadWaste

**FREE  
FOOD**  
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Households have a great share in food waste generation all over the world. The European Union is not an exception, quite the contrary, over 50 % of food waste is generated by households. In Slovakia, the percentage is even higher, 62 % of all food waste produced here comes from the homes of consumers. Moreover, the change of habits at consumer level is fundamental and can bring transformational change to the whole bread value chain by positively affecting the whole value chain.

The main focus of the Slovak pilot was therefore to decrease bread waste in households as per EU targets, that is by 50%. Based mainly on both quantitative and qualitative research performed on 13 households over the course of 6 months a set of recommendations has been developed helping the households to reduce their bread waste. This toolkit aims to assist the consumers with improvement of their consumer habits such as shopping, storing, and preparing food. It contains a diary to measure bread waste with a questionnaire, tips on how to shop and store bread, beeswax wraps and other recommendations for proper bread storage and lastly, recipes from older bread to prevent it from discarding or feeding them to animals including a practical Zero Waste cooking workshop.

When provided with all the tools they need and as part of a group, households are better motivated to waste less and decrease their impact on the environment which can lead to other aspects of life such as energy, packaging and overall consumption. Last but not least, they can lead by example within their families, communities and colleagues, which can bring a significant multiplication effect.



The FOODRUS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000617.

## About

Coordinated by the University of Deusto and comprising 27 partners from 10 different European countries, the EU-funded FOODRUS project aims to limit food losses and waste, and to promote resource efficiency across all stages of the agri-food value chain. FOODRUS is working to tackle the food waste and losses by creating resilient food systems across nine European regions. To achieve this, the project will test 23 circular solutions through diverse forms of collaborative innovation.

## Consortium



[www.foodrus.eu](http://www.foodrus.eu)



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