

# *Rabobank - KiwiHarvest New Zealand Food Waste Survey*

2023 Results



# Kantar conducted the New Zealand Food Waste study in Q3 2023 to provide Rabobank and KiwiHarvest with nationally representative collateral for PR purposes

## Overview of methodology

Kantar conducted n=1,501 online interviews from **25<sup>th</sup> July – 14<sup>th</sup> August 2023**

Data collection was **nationally representative** to ensure that results could be used to measure New Zealanders attitudes and behaviours

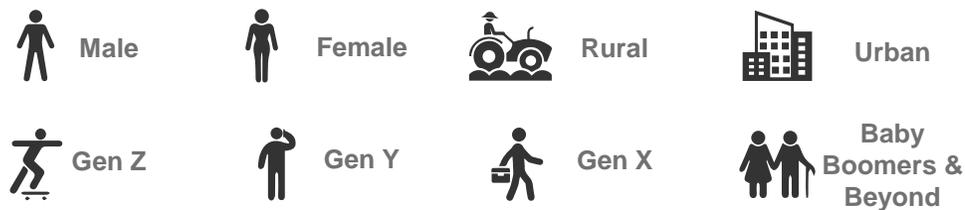
An additional **sample boost** was included to provide greater granularity around **rural** New Zealanders



## Overview of analysis and weighting

Data was post-weighted to ensure results are nationally representative – with results compared to 2022 where questions were consistent

**Key segment** perceptions are reported throughout the report using the following icons

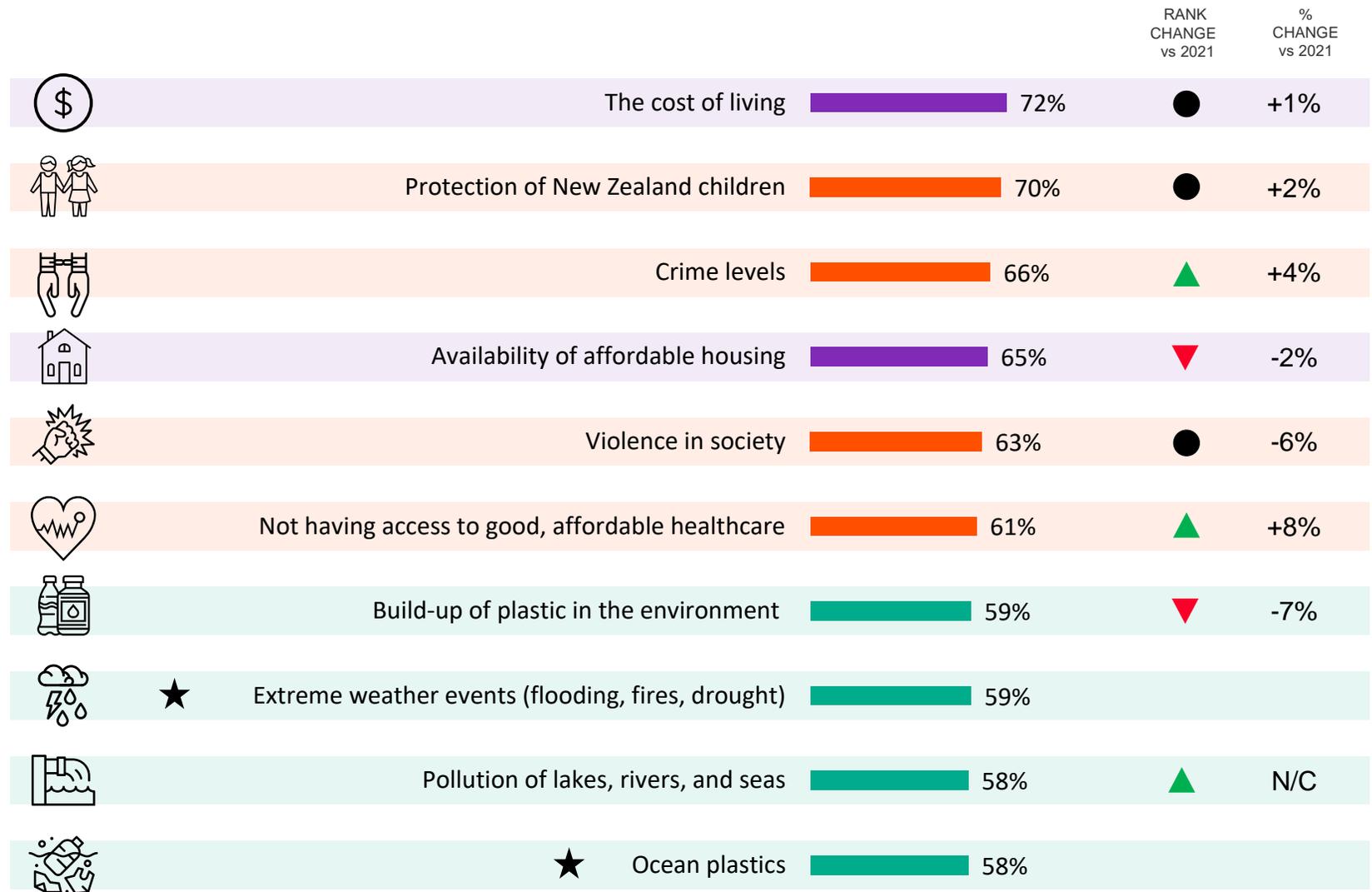


# Market Context



In terms of the key issues to NZ'ers, the cost of living remains our primary issue of concern

## TOP 10 CONCERNS



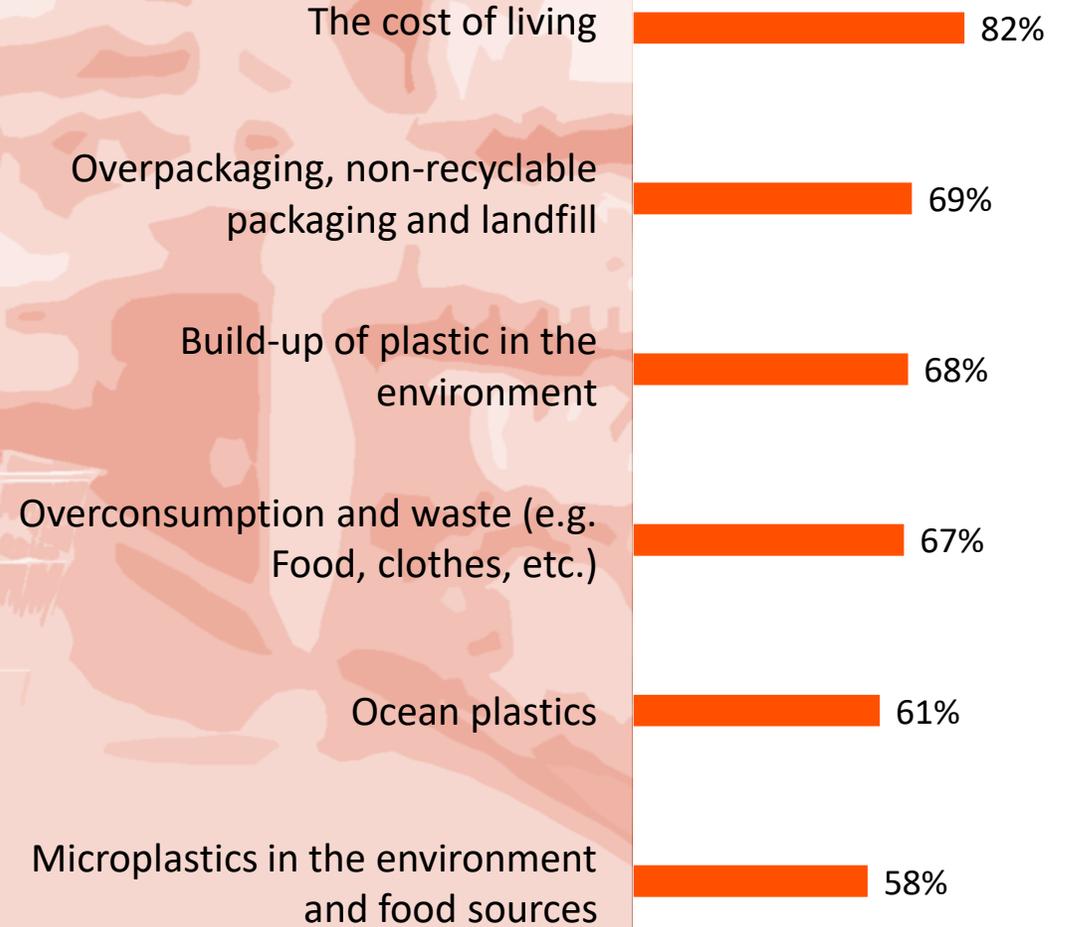
■ Economic  
■ Social sustainability  
■ Environmental

● Same position      ▲ Moved up  
 ★ New Top 10 entrant      ▼ Moved down

The cost of living is the leading consideration when purchasing a good or service while overconsumption and waste of food comes in only fourth



## IMPACT UPON PURCHASE



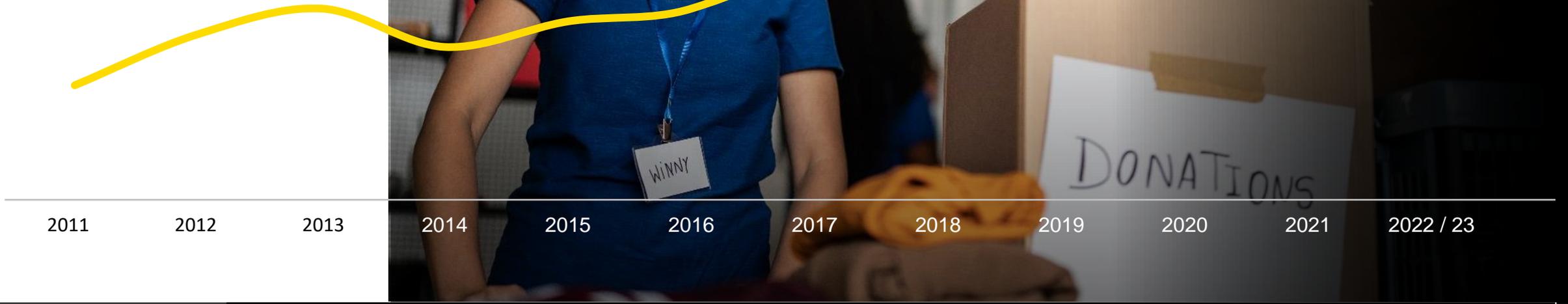
We know that people's level of commitment to living a sustainable lifestyle has more than doubled over the last 10 years

LEVEL OF COMMITMENT TO LIVING A SUSTAINABLE LIFESTYLE



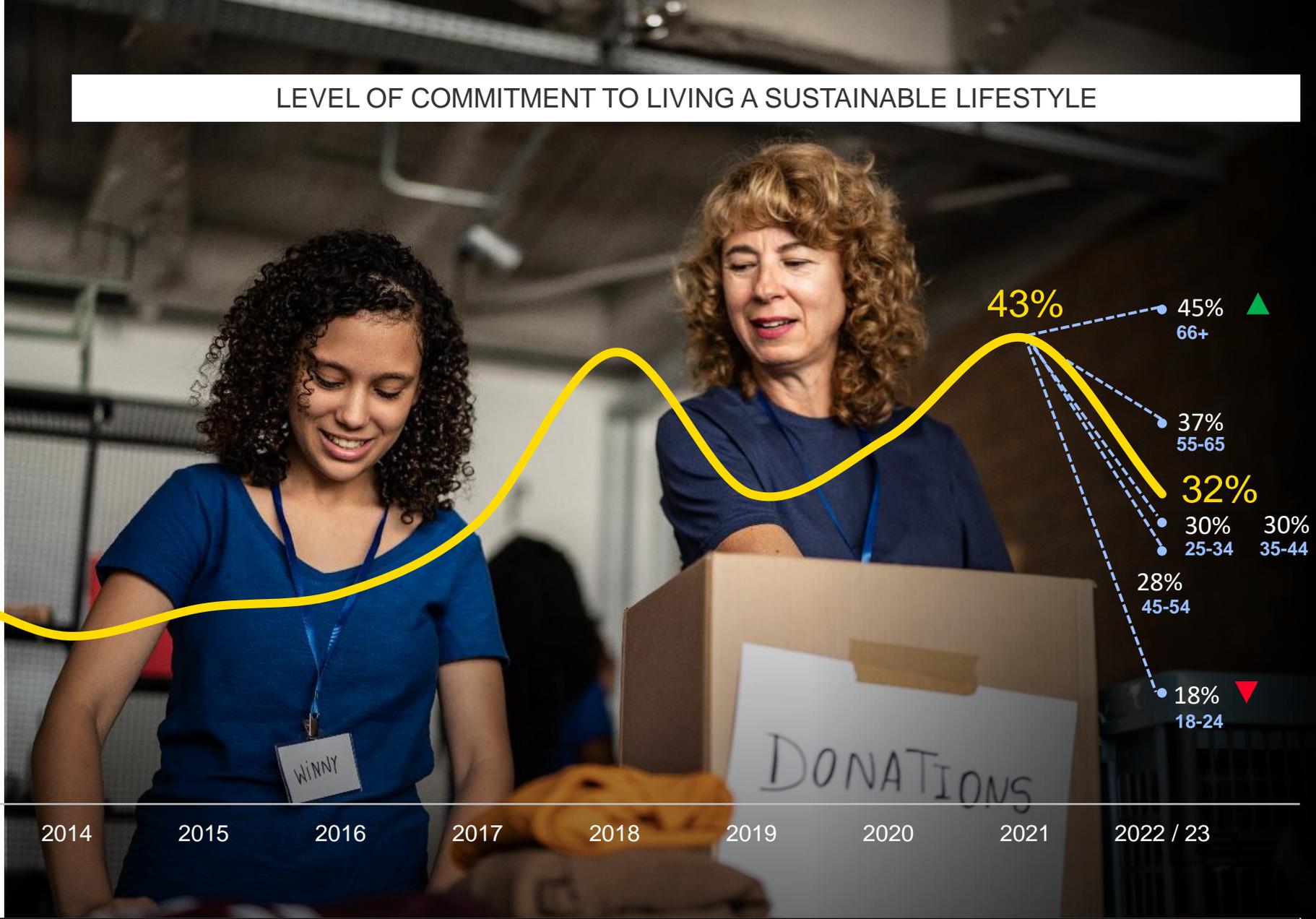
However, it is equally clear that the barriers to enabling that lifestyle commitment have measurably increased in the last 12 months

LEVEL OF COMMITMENT TO LIVING A SUSTAINABLE LIFESTYLE



It's clear that the younger a NZ'er is the more their commitment to a sustainable lifestyle is being challenged

LEVEL OF COMMITMENT TO LIVING A SUSTAINABLE LIFESTYLE

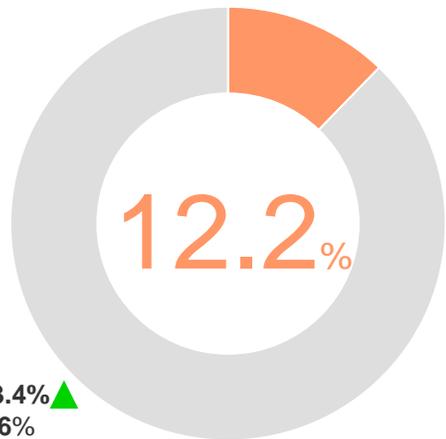


# *Are Kiwis becoming more waste conscious?*



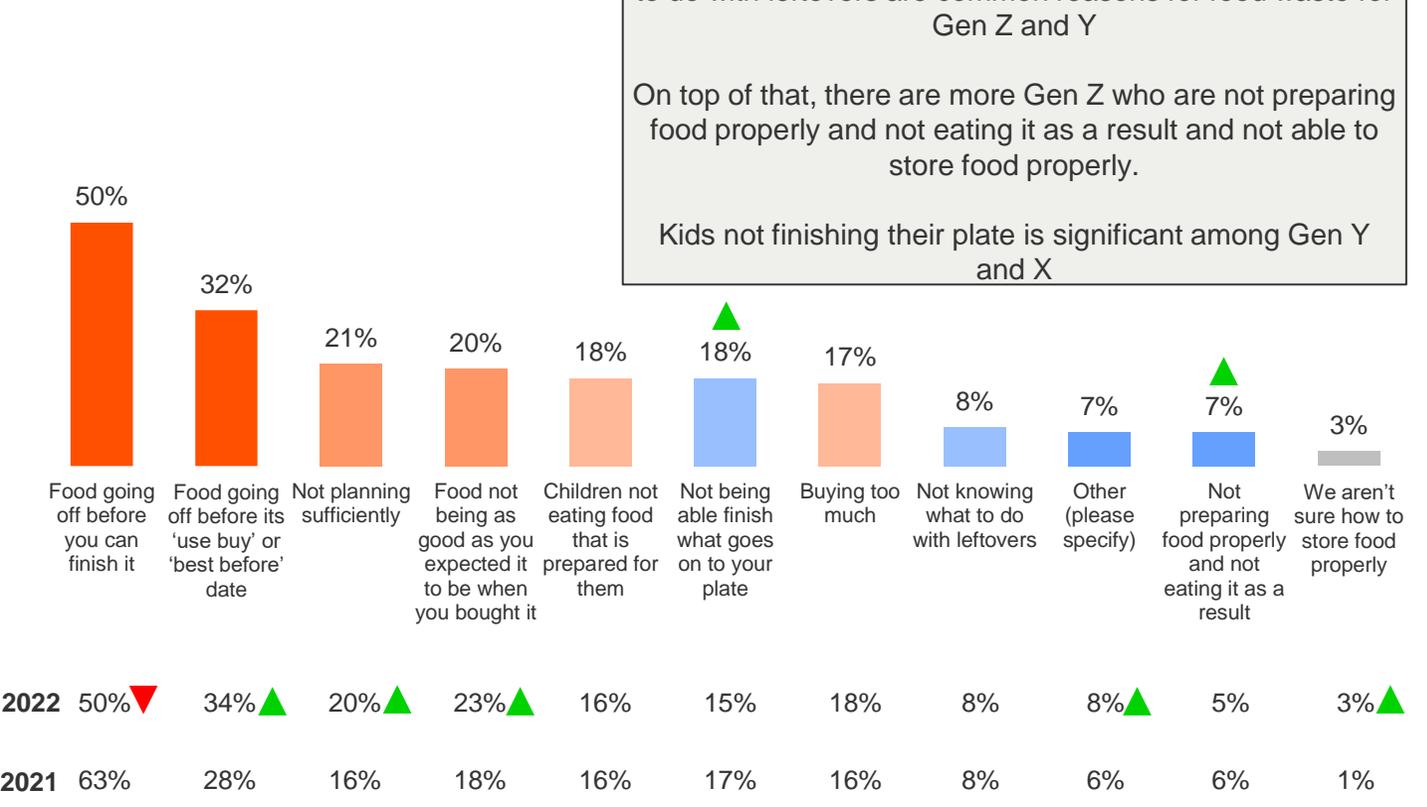
The estimated percentage of food waste decreased slightly, especially among females, rural dwellers, Gen X, and Baby Boomers. However, the cost of food waste has increased due to rising household food spend but there is also rise in the number of households. Food going off remains the top reason but there have been significant increases in not being able to finish and not preparing food properly

### Estimated percentage of food waste (% of household spend)



This translates to **\$1,510 per household** per year of food wasted or **\$3.2 billion of waste each year** <sup>(1)</sup>  
 \$3.1b in 2022  
 \$2.4b in 2021

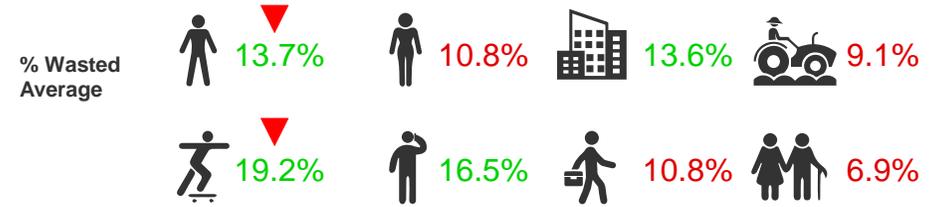
### Key reasons for wasted food



Appropriate food storage knowledge, and not knowing what to do with leftovers are common reasons for food waste for Gen Z and Y

On top of that, there are more Gen Z who are not preparing food properly and not eating it as a result and not able to store food properly.

Kids not finishing their plate is significant among Gen Y and X

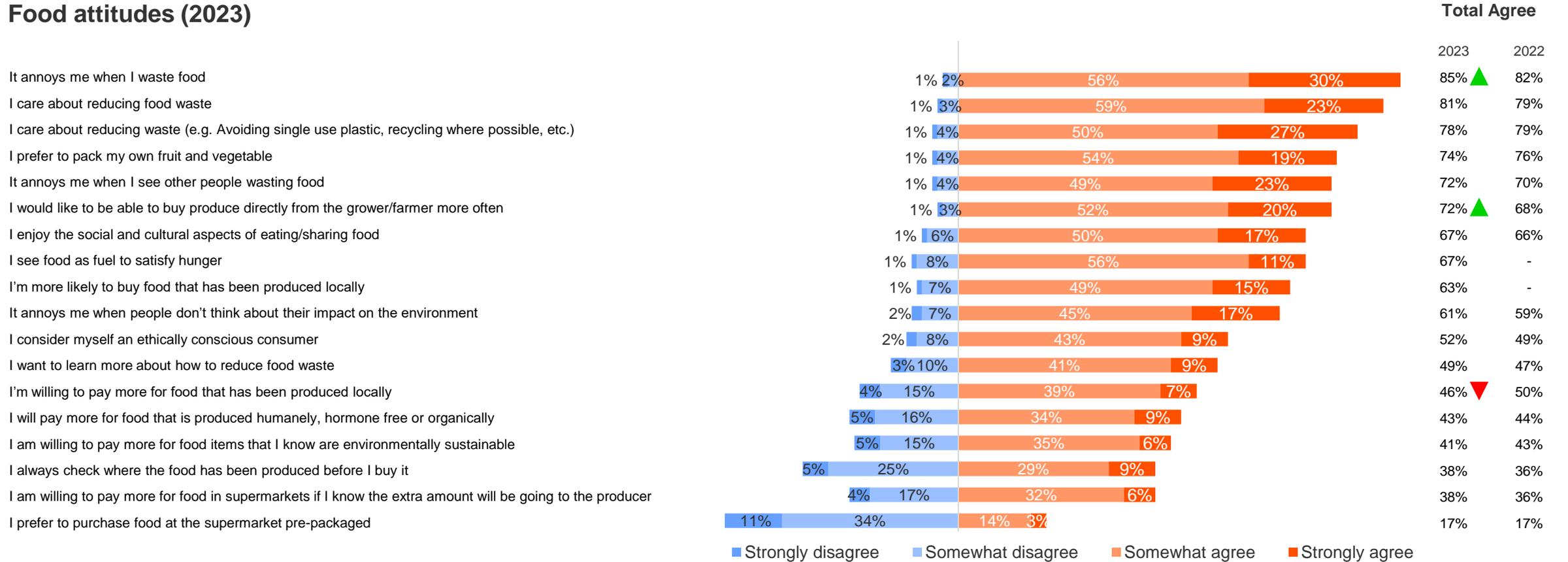


xx/xx Significantly higher/lower than total ▲ ▼ Significantly higher/lower than previous year

NOTES:  
 1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)  
 2. Q "Thinking about how much your household spends on food each week, what proportion do you estimate goes to waste? Please type a percentage in the box below. Enter number from 0% to 100%"  
 3. Q "What are the main reasons why food is wasted in your household? Please choose your top three from the list below."  
 4. Based on 1.943 million New Zealand households 2023 (Stats New Zealand)

# The proportion of New Zealanders saying that it annoys themselves when they waste food, and that they would like to be able to buy directly from the grower has significantly increased this year. However, less people say that they are willing to pay more for locally produced food

## Food attitudes (2023)



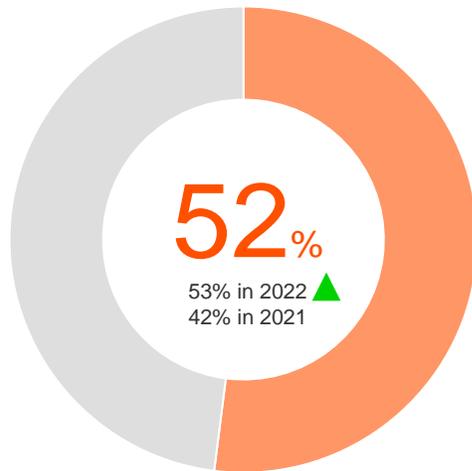
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NOTES:

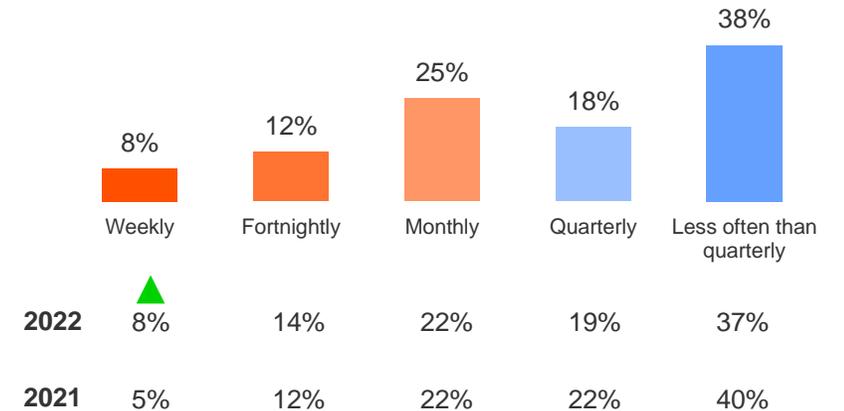
- Sample 2022 (n=1502), 2023 (n=1501)
- Q "To what extent do you agree with the following statements?"

# There are still half of New Zealanders who have thrown away unopened or untried food. Younger generations and urban dwellers are more likely to do so, though this has decreased significantly among Gen Z. However, more than half only do it on a quarterly basis or lesser

Proportion of New Zealanders who have purchased food that you ended up throwing away without having tried or eaten it in the last 12 months (2023)



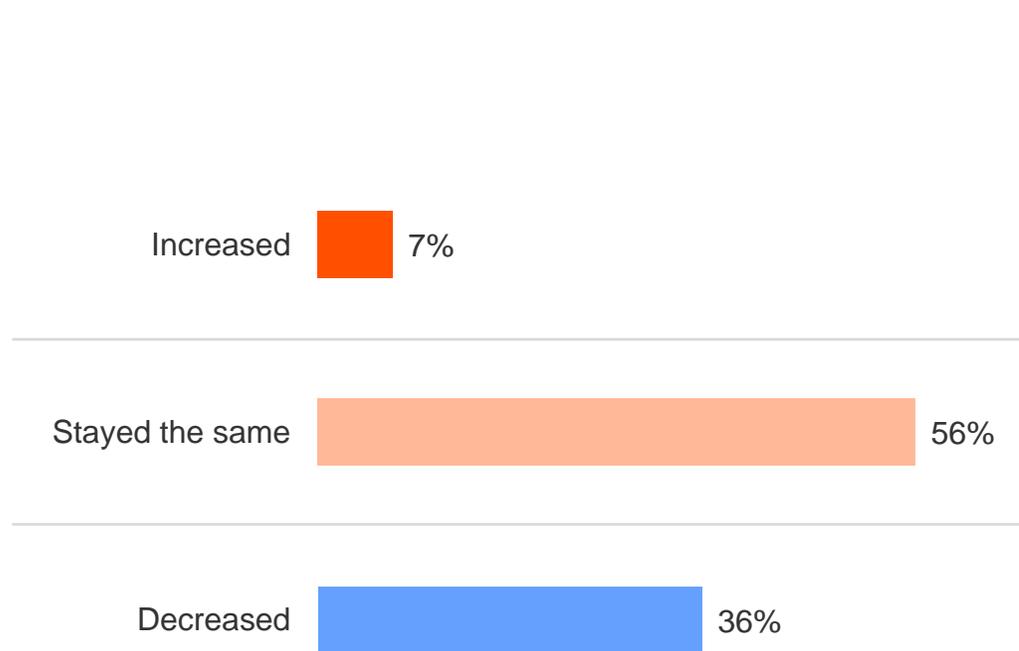
Frequency of throwing away food (amongst those who have done it, 2023)



xx/xx Significantly higher/lower than total ▲ ▼ Significantly higher/lower than previous year

# More than one-thirds of New Zealanders report their food waste decreasing, especially among females and Baby Boomers

## Food waste increase / decrease (2023)

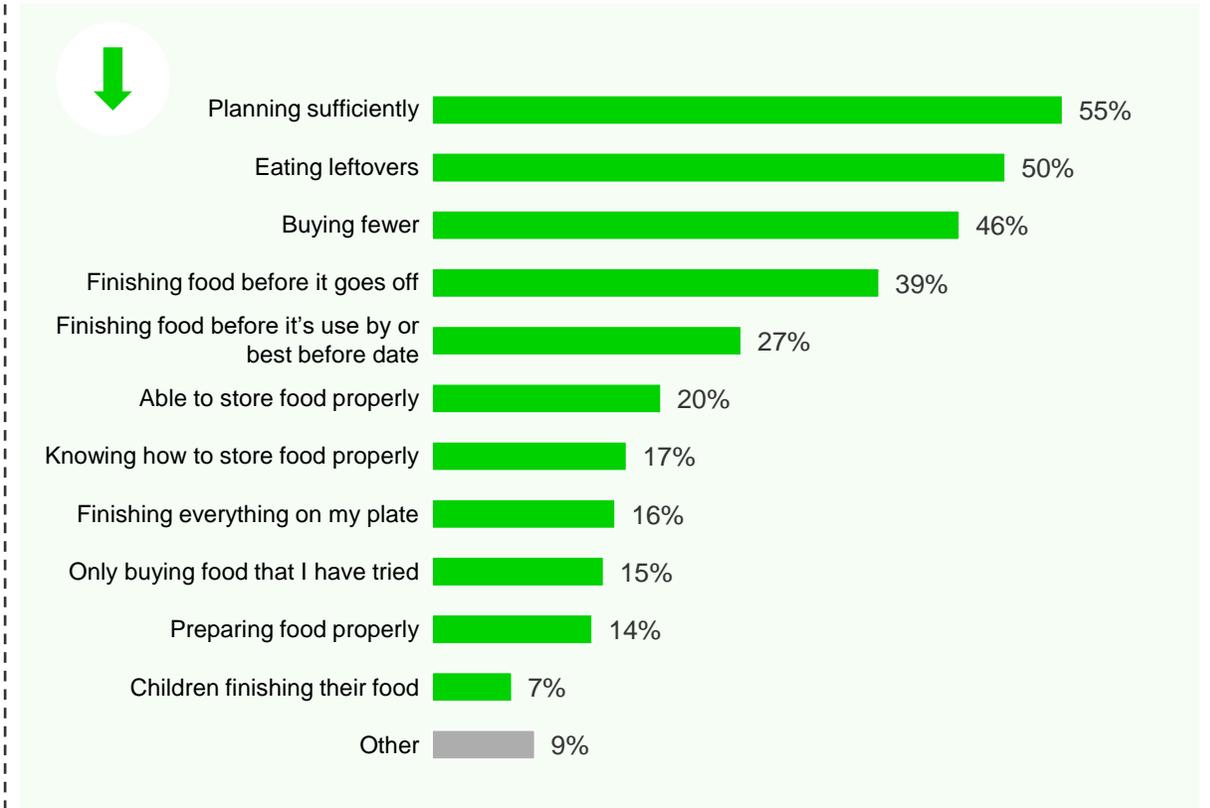


Increased	9%	6%	10%	14%	6%	2%	9%	4%
Stayed the same	61%	52%	61%	52%	56%	58%	55%	58%
Decreased	30%	42%	29%	33%	38%	40%	36%	38%

xx/xx Significantly higher/lower than total Significantly higher/lower than previous year

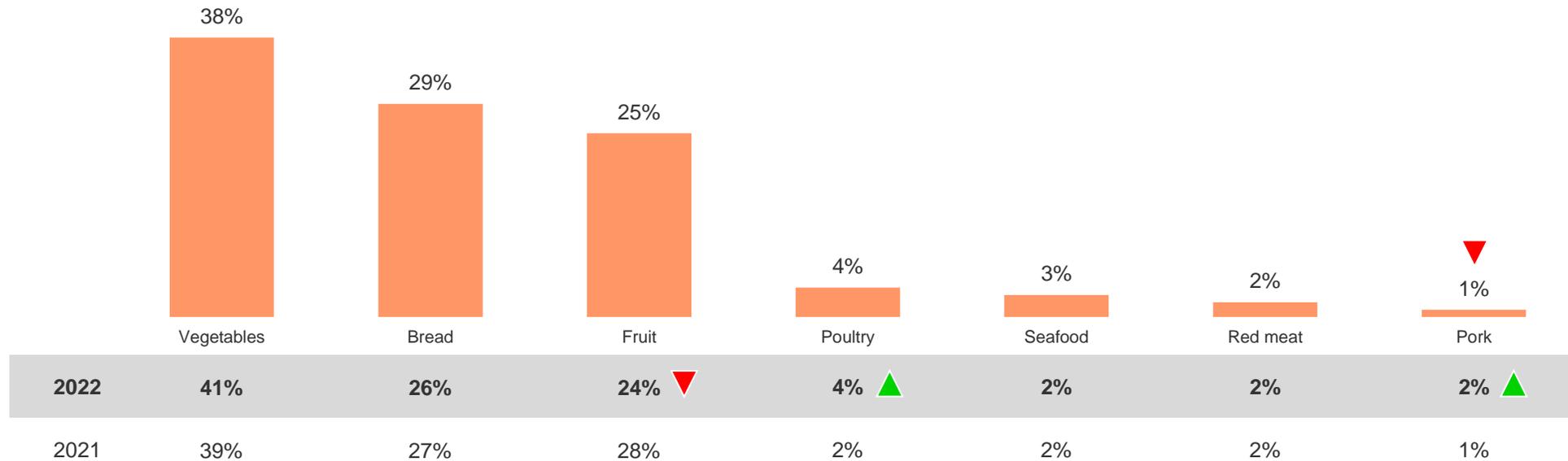
**Planning sufficiently, eating leftovers, and buying less are the primary reasons among those who said their food waste decreased. The opposite is also true with insufficient planning being the top reason for wastage. Food going off before finishing it or before it's best before date and children not eating what has been prepared are the other main reasons for wastage**

**Reasons for food waste increase / decrease (2023)**



# Vegetables, bread, and food remain the most wasted foods

## Foods wasted the most (2023)



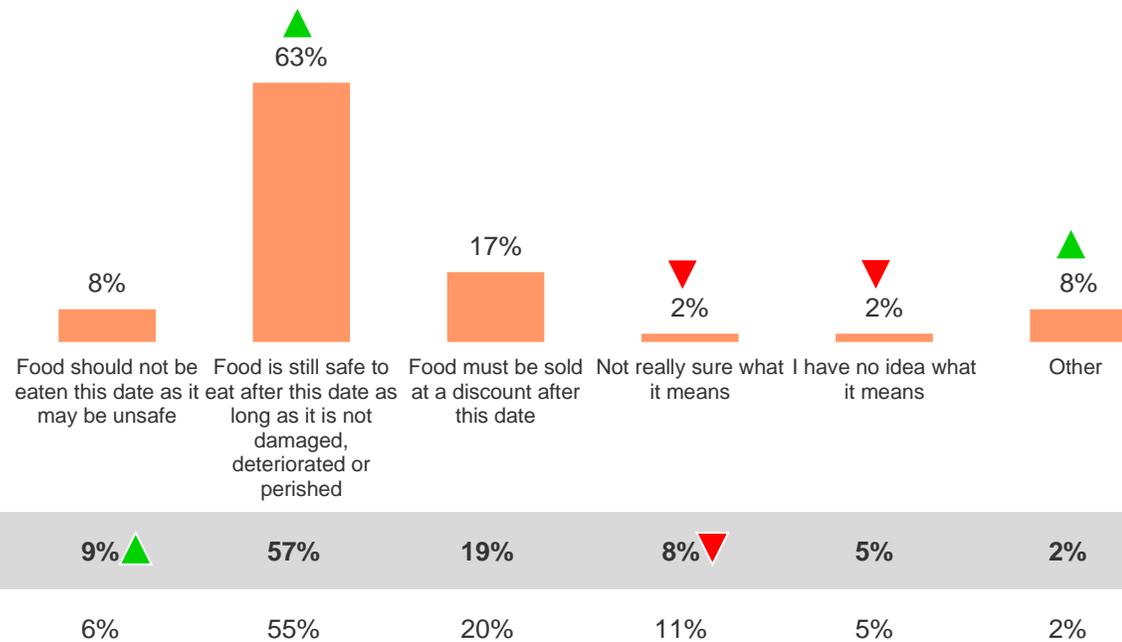
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NOTES:

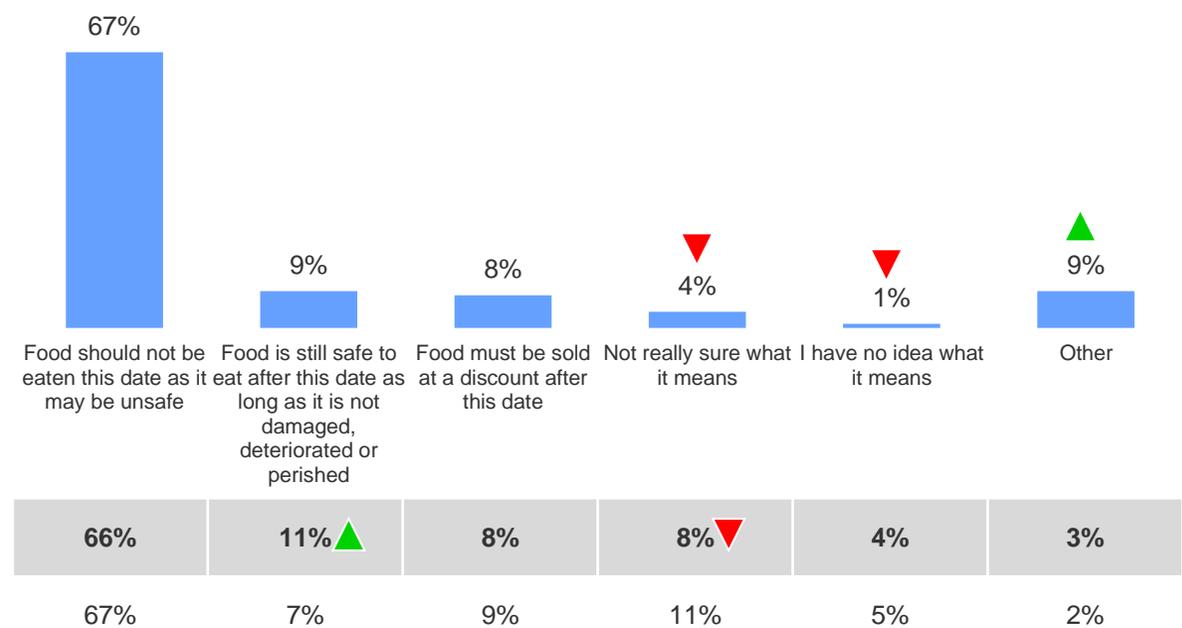
1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
2. Q "What food do you waste the most?"

# 6 out of 10 people believe food with 'best before' stickers are still safe to eat after the date, a significant increase on last year. Two-thirds believe food should not be eaten after a 'use by' date

## Understanding of 'best before' sticker



## Understanding of 'Use by' sticker



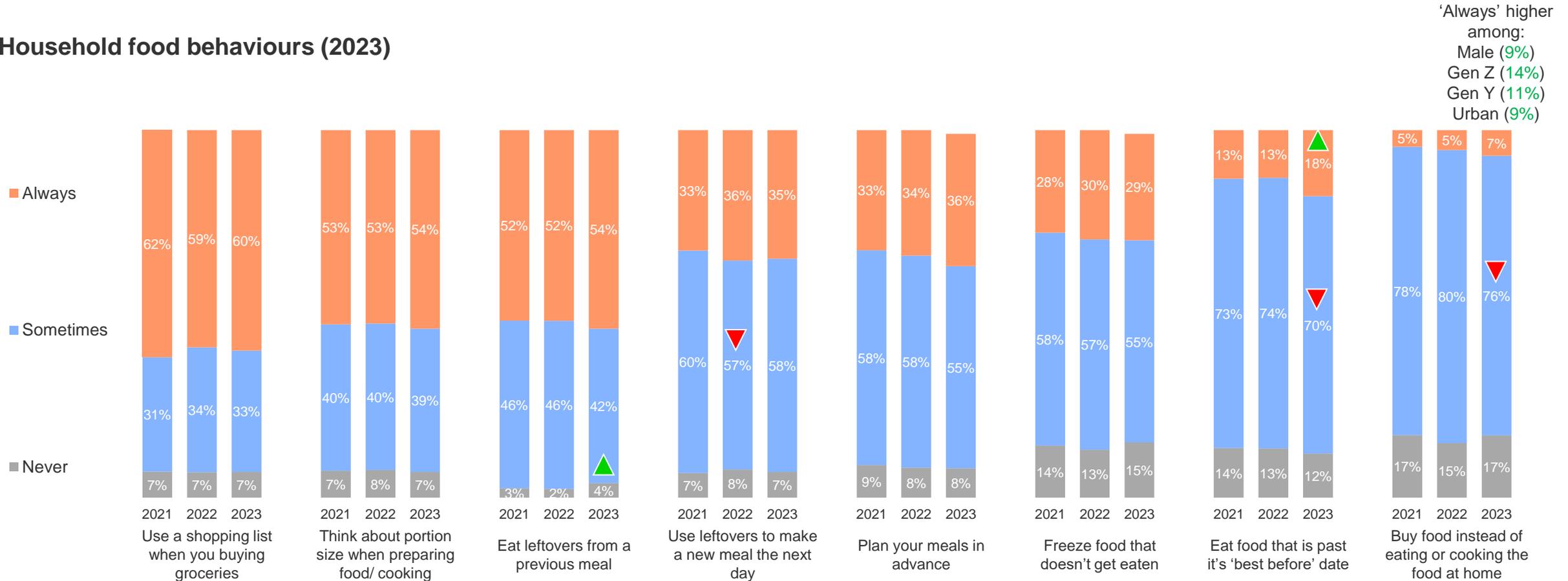
▲ ▼ Significantly higher/lower than previous year

NOTES:

1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
2. Q "What is meant by the 'best before' date as it relates to food and drinks?"
3. Q "What is meant by the 'use by' date as it relates to food and drinks?"

# Significantly more people are eating food that is past its 'best before' date. More people are also buying food instead of cooking at home mainly among males, urban dwellers, Gen Z, and Gen Y

## Household food behaviours (2023)



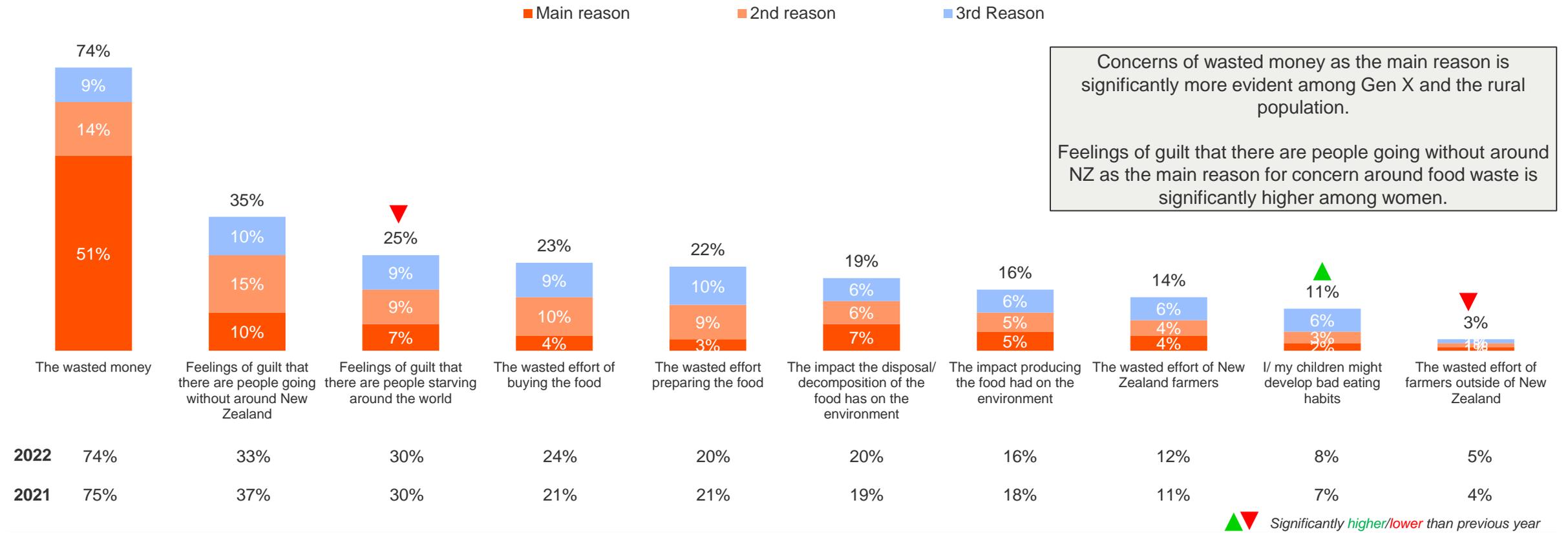
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NOTES:

1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
2. Q "And how often does the following occur in your household?"

# New Zealanders remain the most concerned about the wasted money resulting from food waste. Guilt around people going without enough food around the world saw significant decline

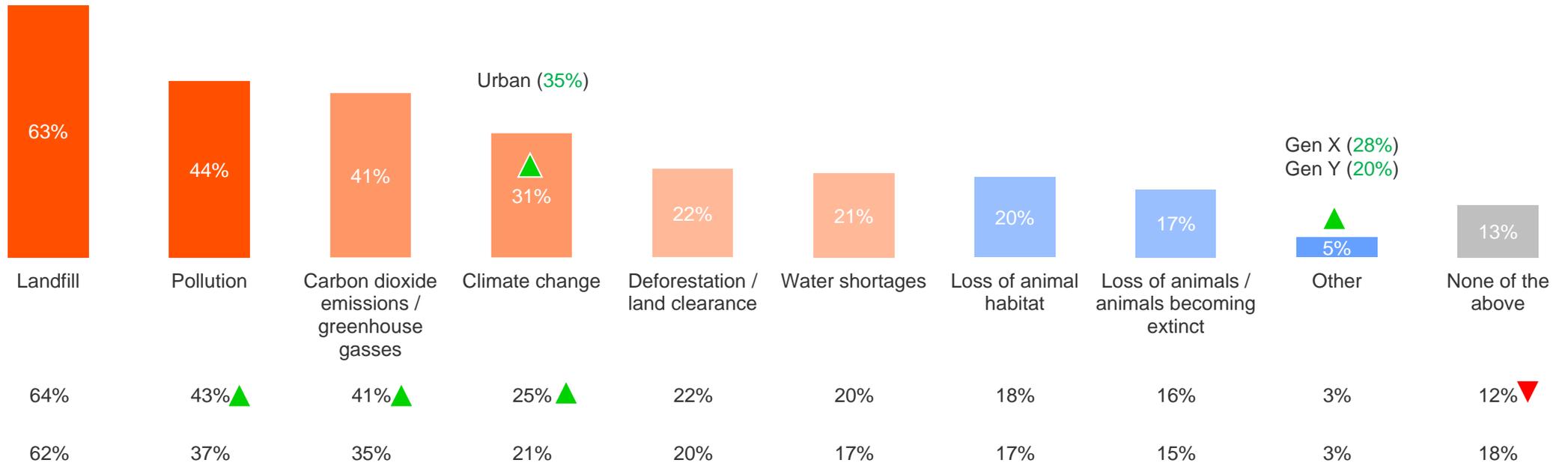
## Concerns around food waste (2023)



# Landfill is still perceived as most impacted by wasted food. Impact on climate change saw significant increase this year, while pollution and gas emissions maintained its level from 2022

## Perceived impacts of food waste (2023)

<b>Most cared about</b>	33% (-4%) ▼	25% (NC)	22% (+1%)	25% (+5%) ▲	10% (NC)	9% (-3%) ▼	9% (-1%)	12% (+3%) ▲
<b>Least cared about</b>	30% (+3%)	19% (+1%)	19% (NC)	6% (+1%)	12% (+1%)	12% (+4%) ▲	11% (+3%) ▲	5% (-2%) ▼



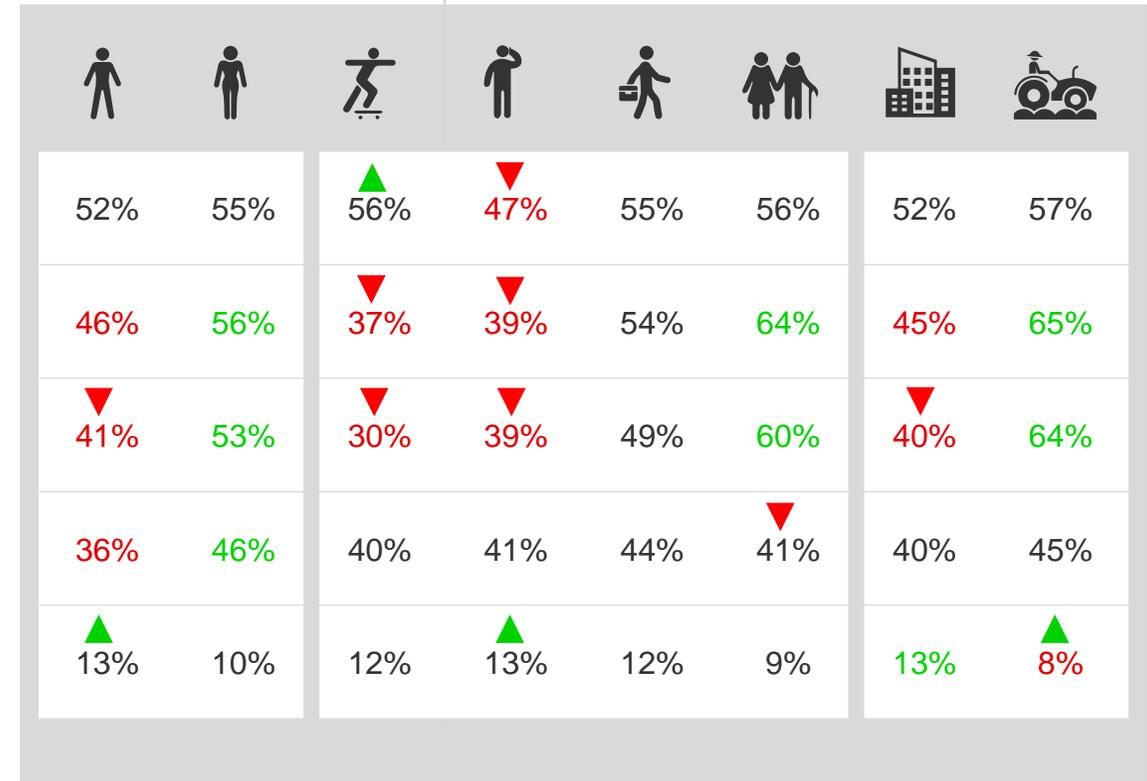
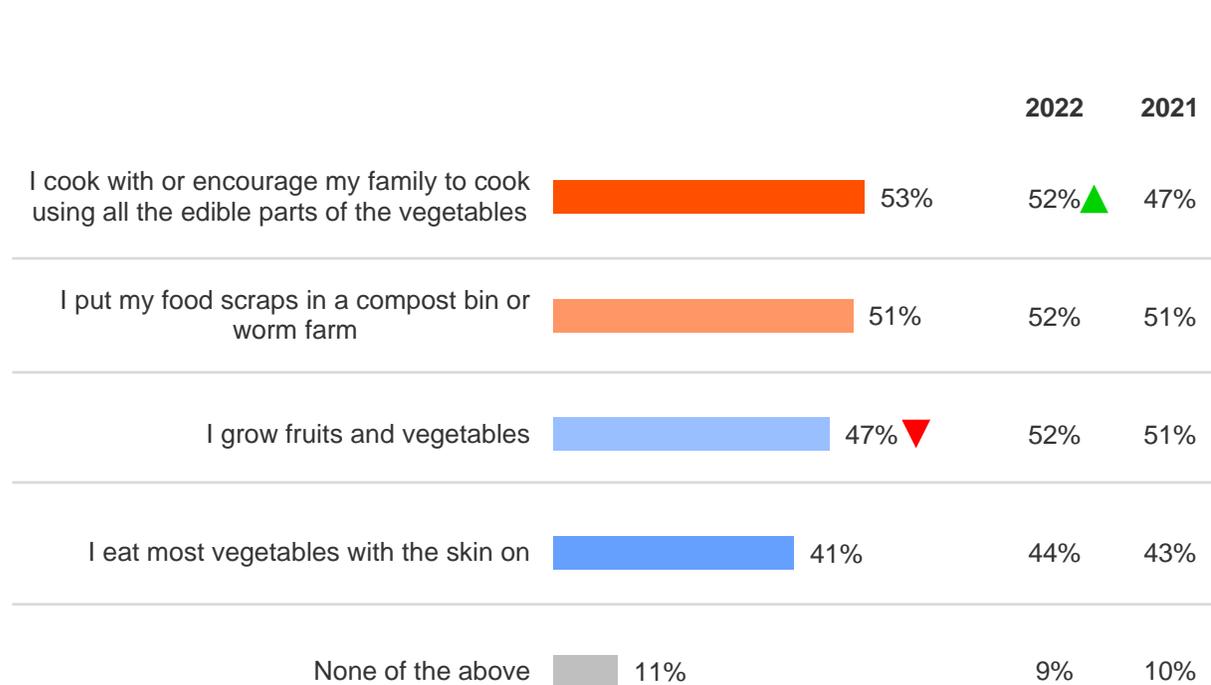
▲ ▼ Significantly higher/lower than previous year

NOTES:

1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
2. Q "What do you believe are the impacts of food waste?"
3. Q "And which of these impacts do you care about the most and the least?"

# Cooking using all edible parts and putting food scraps in compost bin or worm farms are the top actions, though fewer are growing their own fruits and vegetables. Men and Gen Y are more unlikely to take action to reduce food waste

## Actions taken to reduce food waste (2023)



xx/xx Significantly higher/lower than total ▲▼ Significantly higher/lower than previous year

NOTES:

- Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
- Q "At home, do you do any of the following to help reduce food waste?"

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