

Psychology of food waste

Paul Rozin

University of Pennsylvania

December 9, 2014

Last Mile Conference

Cut food waste

- Finish your plate!
- Provide two waste bins
- McDonald's and salad
- Labels: calories



Natural

- Natural is good
- Vote

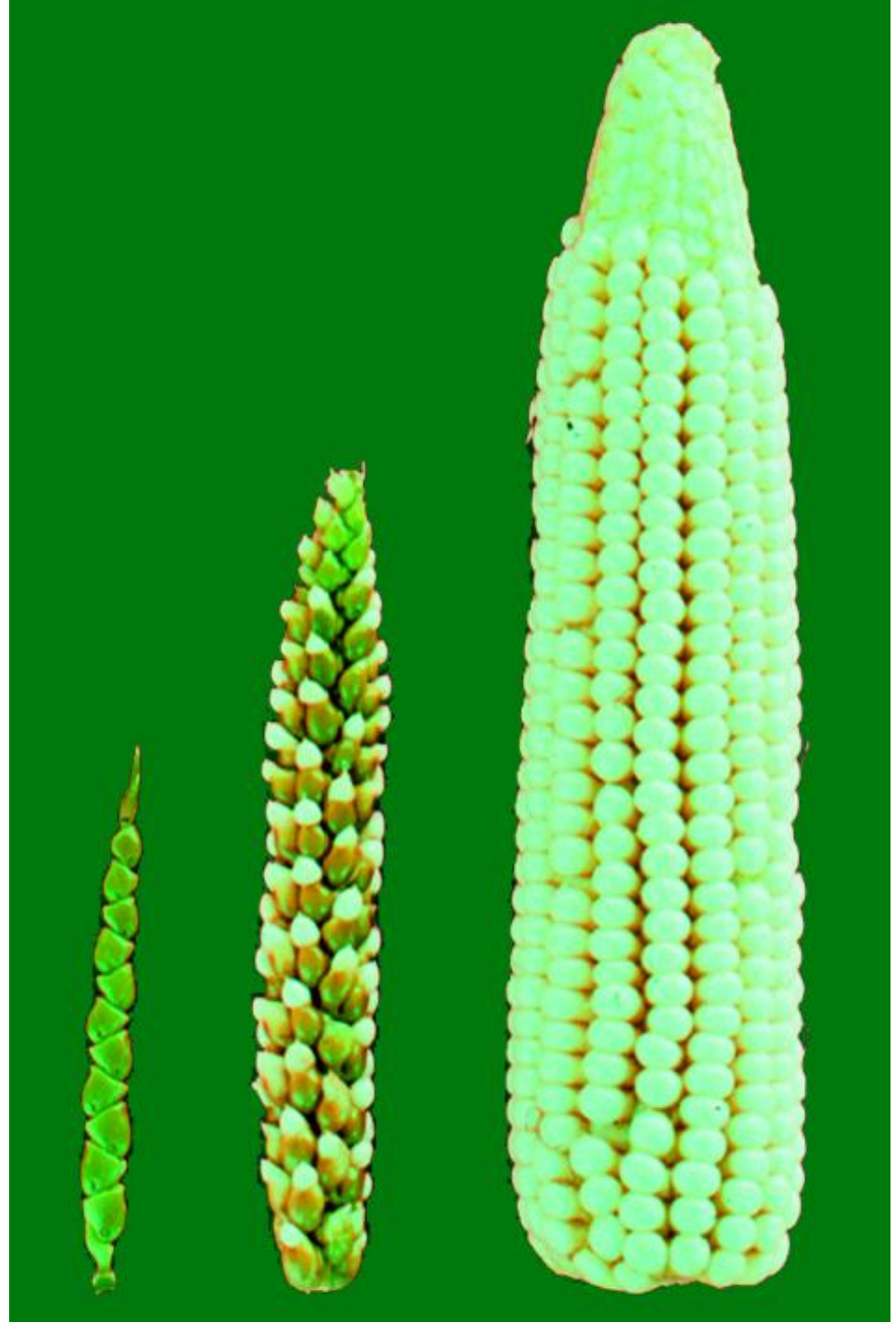


GMO

- Favor allowing sale of foods with GMO
- Vote



Teosinte To Corn



Organic

- Promoting shift to more organic
- Vote

Bruce Ames on pesticides



Contagion





Whitman's

Sampler

CHOCOLATES & CONFECTIONS

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







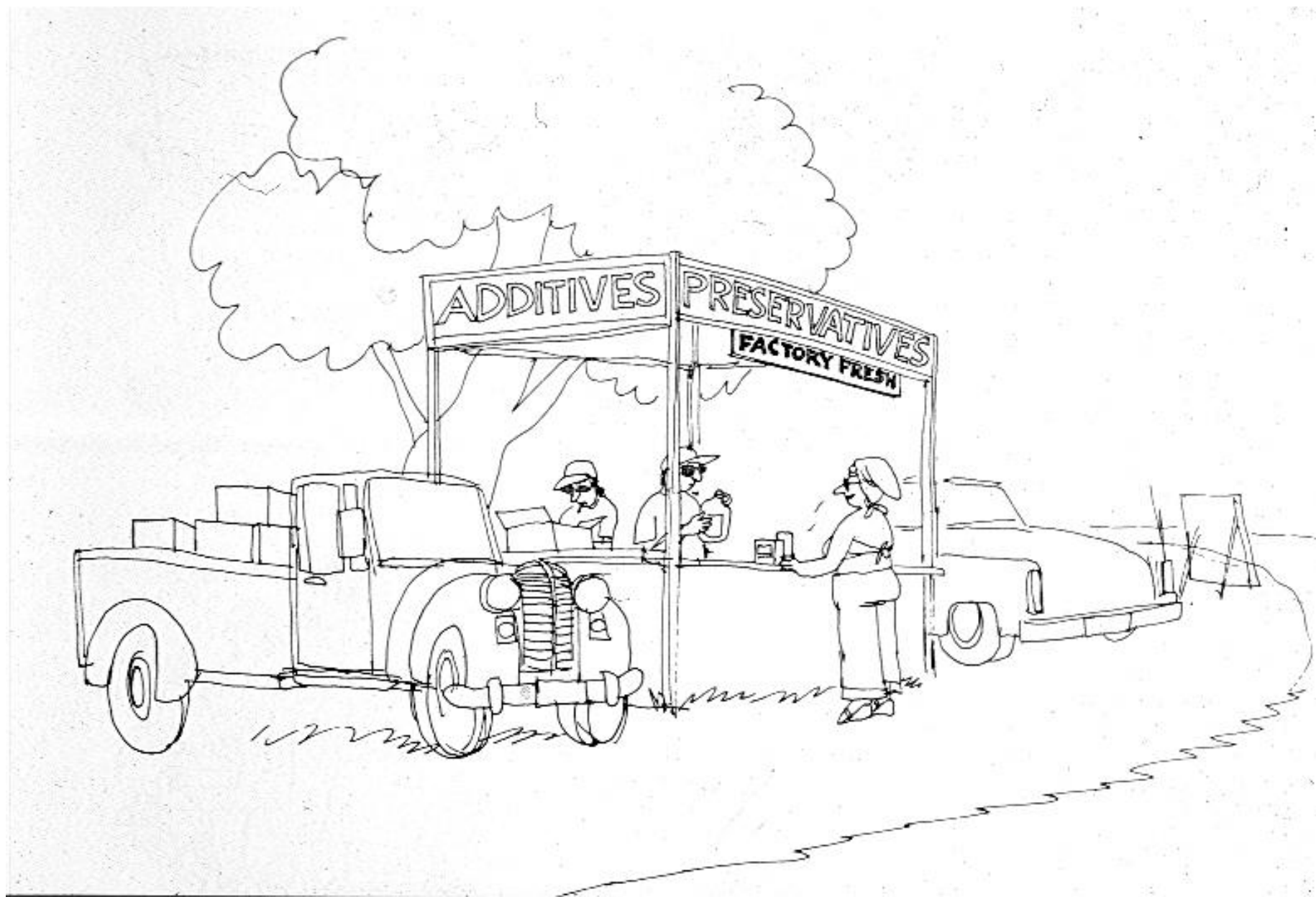
Toilet to tap





Naming and Framing

- Death Tax
- Waste control
- No cyanide
- Water



Nudges

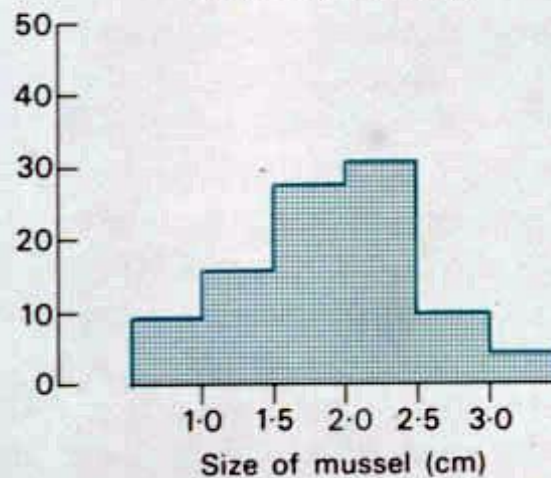
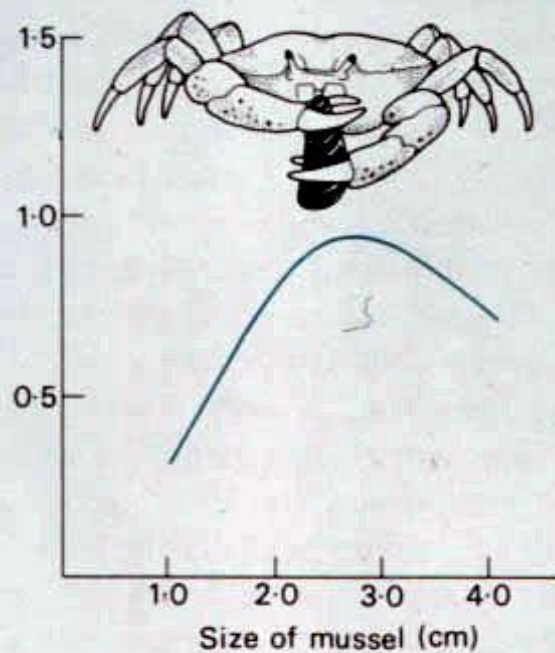
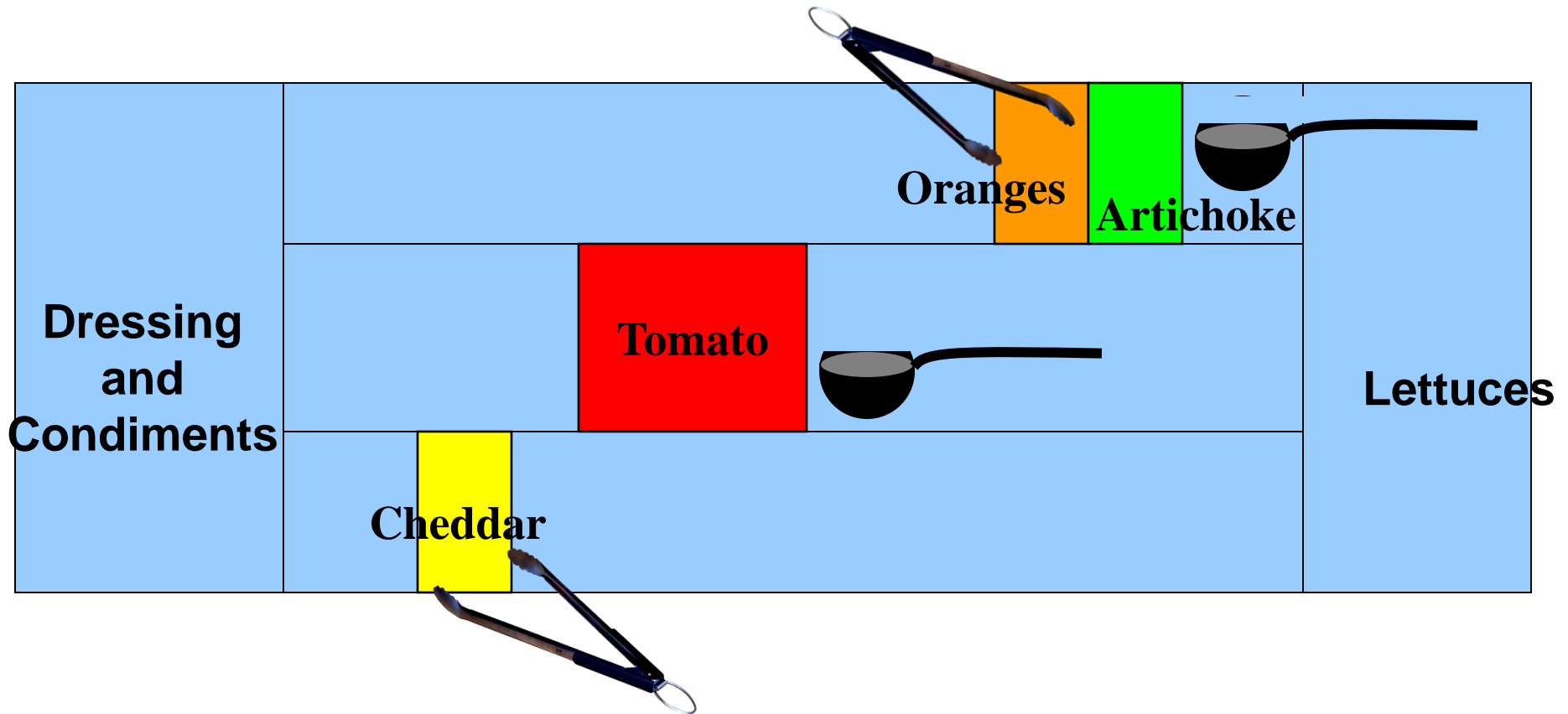


Fig. 3.5 Shore crabs (*Carcinus maenas*) prefer to eat the size of mussel which gives the highest rate of energy return. (a) The curve shows the calorie yield per second of time used by the crab in breaking open the shell and (b) the histogram shows the sizes eaten by crabs when offered a choice of equal numbers of each size, in an aquarium. From Elner and Hughes (1978).



16 4:28 PM

Schematics: Spoons/Tongs, Manipulation A



Feature	Heaven	Hell
Love	Italians	
Banks	Swiss	
Universities	British	
Food	French	

Feature	Heaven	Hell
Love	Italians	Swiss
Banks	Swiss	
Universities	British	
Food	French	

Feature	Heaven	Hell
Love	Italians	Swiss
Banks	Swiss	Italians
Universities	British	
Food	French	

Feature	Heaven	Hell
Love	Italians	Swiss
Banks	Swiss	Italians
Universities	British	French
Food	French	

Feature	Heaven	Hell
Love	Italians	Swiss
Banks	Swiss	Italians
Universities	British	French
Food	French	British

Singapore Autocratic Democracy The longer view



Supermarket food portions

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



Supermarket non-food portions

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



100g, 100 calories

Empathy

- Stalin

Limited Capacity

A



3



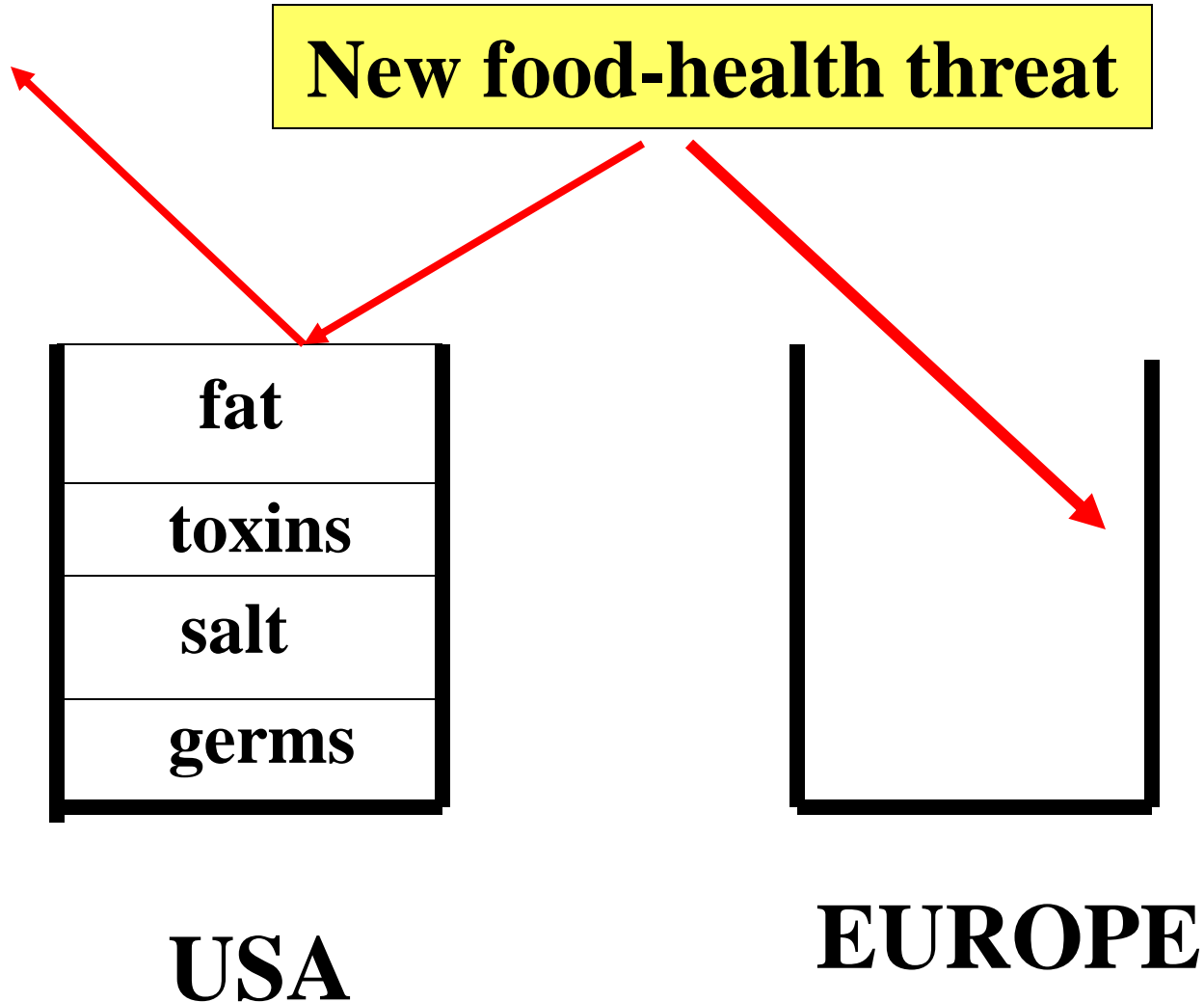
**Height
4 ft 11 in**

3



**Height
5 ft 9 in**

Reservoir theory of food worries



Value hierarchies

- Diabetes, heart disease, autism, cancer, obesity
- Killing mammals for human food: VOTE
- Omnivore but against killing mammals
VOTE
- Value hierarchies
- The \$50 meal

Value hierarchies

- Food waste reduction
- Controlling Ebola
- Becoming vegetarian
- Increasing produce availability in inner city
- Supporting a local cultural institution
- Preserving the wilderness
- Creating better police/inner city relations
- Reducing gun ownership
- The moral importance, the possibility or agency (e.g., vegetarianism), and chance

Changing behavior

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

Work with marketers

- Bottled water

Maison de l'eau





1997 FIRST WINTER RUNOFF



NADA SPRING WATER

No cholesterol No fat No calories No preservatives
No caffeine No MSG No sodium No sweeteners



NOT FROM CONCENTRATE



DEHYDRATED: JUST ADD WATER!

Things to do

- Promote recycled water
- Make it easier or the alternative harder (salad bar)
- Refrigerator shallower
- Free public transportation
- Target the optimal audience:
e.g. for Global warming

- Nudges: change environment, not people
- Vote Democratic
- Merge with Canada
- Promote insects as human food

END