

# Panel 4

## Changing Behavior

What behaviors cause food waste?

How does food marketing affect consumption and waste?

What is the impact of societal norms and culture?

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What pathways can intervene and alter such behavior?

[Paul Rozin](#), Professor of Psychology at Penn

Focus – human food choice – development of food aversions and preferences with recent focus on the emotion of disgust and the entry of food issues into the moral domain in modern American culture.

Consuming insects

**Psychological Basis of Food Wasting Behavior**

[John Stanton](#); Professor of Food Marketing, St Joseph's University

Bridging academia and business, refrain -

“Helping Companies Make What People Want to Eat”

Academia; Food Marketing, Consumer food shopping trends, Food company strategy, Supermarket practices

Business; consultant to food companies including

Campbell's Soup, Proctor & Gambell & Kellogs

**Food marketing: Impact on Consumer Food Purchasing & discards**

[Dr. Roni Neff](#), Director, Food Systems Sustainability and Public Health Program – Johns Hopkins Bloomberg School of Public Health

Committed to social justice and environmental sustainability. with a focus on food waste.

Book entitled *Introduction to U.S. Food Systems Public Health & Environmental Equity*

**US Consumer Knowledge Attitudes and Behaviors Related to Food waste**

[Nicole Civita, Esq.](#)

Visiting Assistant Professor in LLM Program in Agriculture and Food Law at University of Arkansas

Directs the Food Recovery Project in LLM Program aimed at raising awareness of the overwhelming waste of food and the persistent existence of hunger in America.

Authored; *Food Recovery: a Legal Guide* on the protections afforded to food donors and nonprofit recipients.

**Legal issues, food labeling, and policies related to food recovery**

# Food Youth, Engaging Students

Study of Food Waste at West Philadelphia's Samuel B. Huey Elementary School: Engaging Middle School Students in Food Waste Issues

*Shayla, Djibril, Ethan, and Jarrett Stein*

Jarret Stein is the Director of Academically Based Community Service (ABCS) Partnerships & Student Engagement Program at the Netter Center at Penn

**School lunch; Why so much is wasted and what can be done about it?**

# Analysis of the Food Waste Stream in a University of Pennsylvania Dining Hall

*Alexandra Cirone, Elena Crouch, Christine Kim and Gomian Konneh*

Pilot research conducted by a team of students in the Politics of Food class at the University of Pennsylvania,

Goal to characterize the different streams of food waste arising from a single dining hall on the university campus