

# KANTAR

## New Zealand Food Waste Survey

2021 Results

Presentation: 12<sup>th</sup> May



# 1 Background



# Kantar conducted the New Zealand Food Waste study in Q2 2021 to provide Rabobank and Kiwi Harvest with nationally representative collateral for PR purposes

## Overview of methodology

Kantar conducted n=1,509 online interviews from **6<sup>th</sup> – 19<sup>th</sup> April 2021**

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 whilst those **aged 65+** were also included in this wave



## Overview of analysis and weighting

Data was post-weighted to ensure results are nationally representative – with results compared to 2019 where questions were consistent

**Significant differences** throughout the report are summarised using the following icons



**What's keeping Kiwis up at night?**



New Zealanders remain **most concerned** about the increasing cost of living – with COVID-19 a **significant concern** for half of New Zealanders





**Sustainability**, loss of species, climate change and dealing with waste are also key concerns for Kiwis

However, **sustainability** is more of a concern for **younger New Zealanders** – with Baby Boomers relatively concerned about **technology related security**



# There is concern for cost of living across all ages whilst climate change and sustainability rank higher for younger New Zealanders whilst energy prices and cyber crime concern rises with age

## Key concerns (next ten years) by age group

				
1	Cost of living 67%	Cost of living 73%	Cost of living 69%	Cost of living 64%
2	Climate change 61%	Climate change 59%	Energy prices 58%	Energy prices 63%
3	Sustainability of natural resources 57%	Sustainability of natural resources 57%	Sustainability of natural resources 50%	Cyber crime, Identity theft etc. 61%
4	Dealing with rubbish / waste 55%	Dealing with rubbish / waste 56%	Over population 49%	The influence of China 57%
5	Loss of species/habitats 53%	Loss of species/habitats 53%	Loss of species/habitats 48%	Loss of species/habitats 54%
6	Over population 45%	Energy prices 49%	Government 46%	Dealing with rubbish / waste 51%
7	Energy prices 45%	Over population 47%	Dealing with rubbish / waste 46%	Sustainability of natural resources 51%
8	Our ability to continue to produce enough food to meet our needs in the future 42%	COVID-19 47%	Climate change 45%	COVID-19 51%
9	The influence of China 42%	Our ability to continue to produce enough food to meet our needs in the future 46%	Cyber crime, Identity theft etc. ' 45%	Foreign investment in to New Zealand 50%
10	Cyber crime, Identity theft etc. ' 41%	Cyber crime, Identity theft etc. 45%	Water shortages 44%	Government 49%

Base n=1,502

**Are Kiwis becoming more waste  
conscious?**



Approximately **9% of all household food spend is estimated to go to waste** by Kiwis – with food going off before being able to eat it the number one cause

Just under half of Kiwis have **thrown away purchased food** before trying or eating in the last 12 months

**Fruit and vegetables** account for around two thirds of all food waste ahead of bread – with meat wasted to a much lesser degree

Half of Kiwis see **wasted money as the main concern** around food waste ahead of feelings of guilt around others being in need

**Landfills** are seen to be the biggest impact on food waste along with pollution and contribution to greenhouse gases

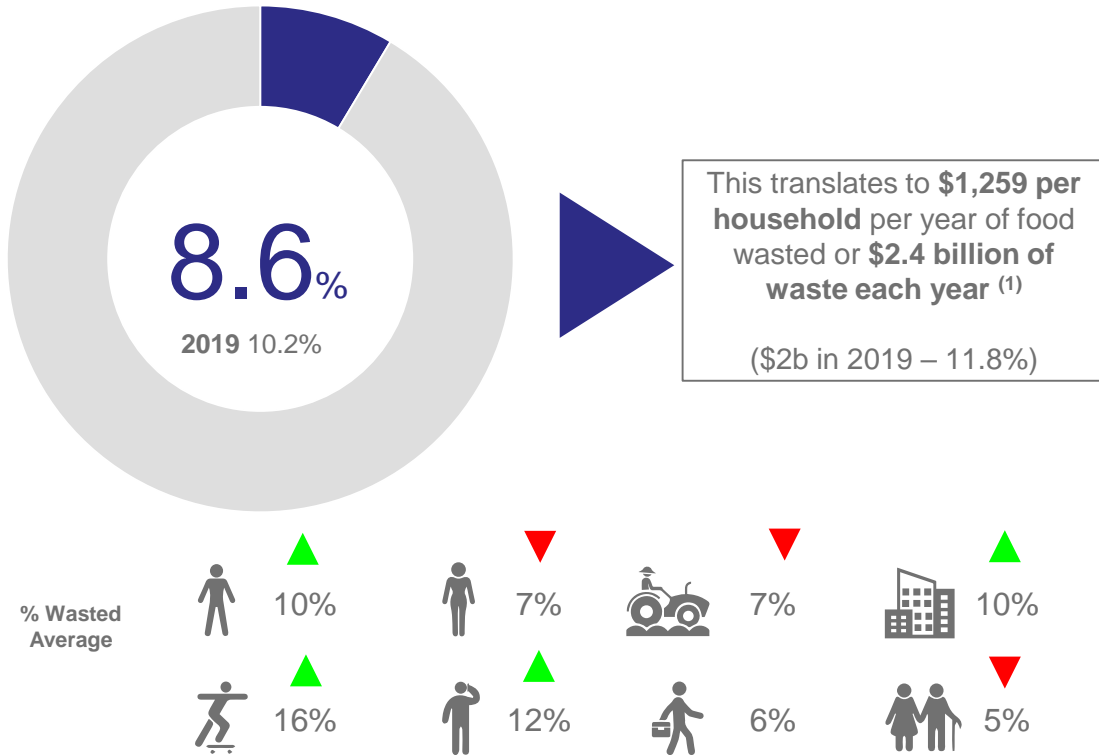
However more New Zealanders are **taking steps to reduce food waste** – composting and growing your own fruit and veggies see the strongest uplift in 2021



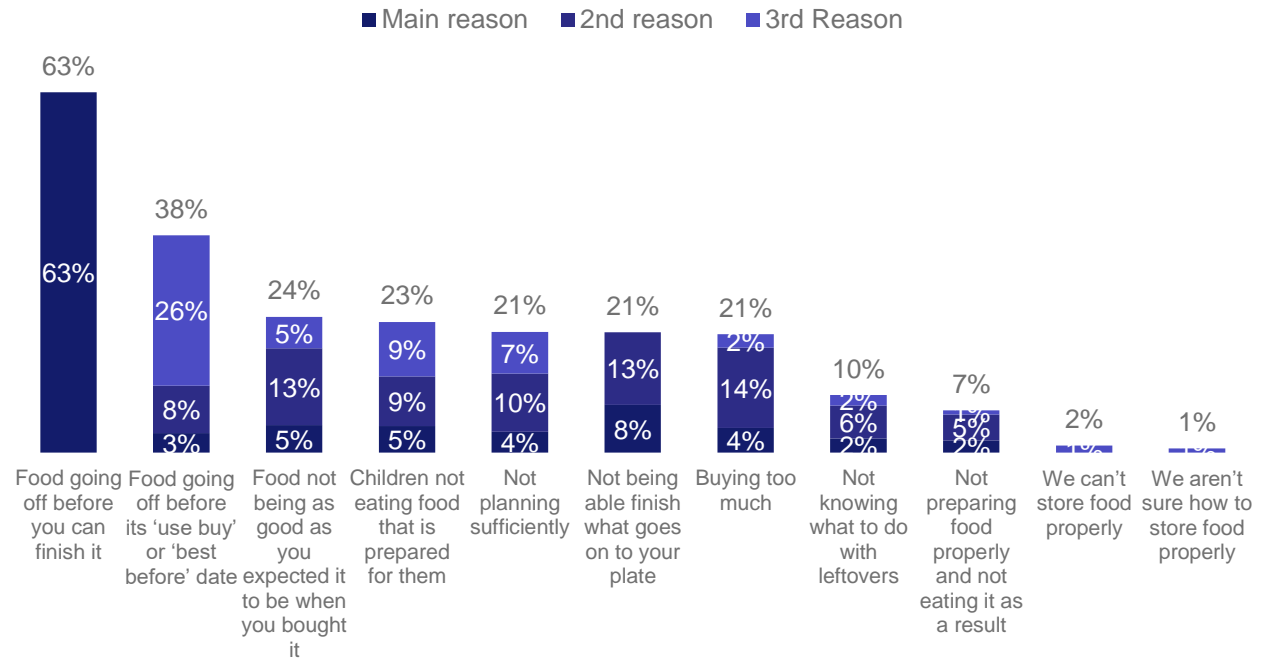


# Positively the estimated proportion of food waste has declined in 2021 to below ten percent – with food going off too quickly still the key reason for waste

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



## Key reasons for wasted food

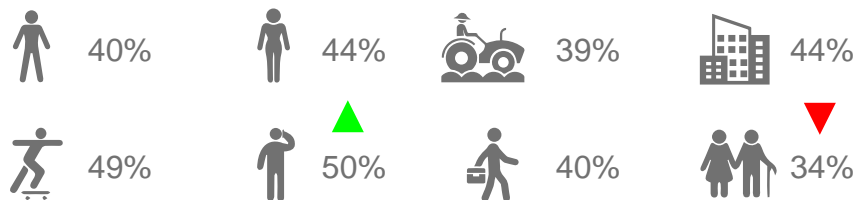
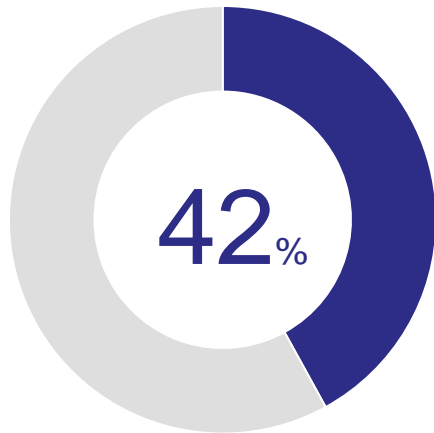


Base n=1,502  
Based on 1.890 million New Zealand households (Stats New Zealand)

▲ Significantly higher  
▼ Significantly lower

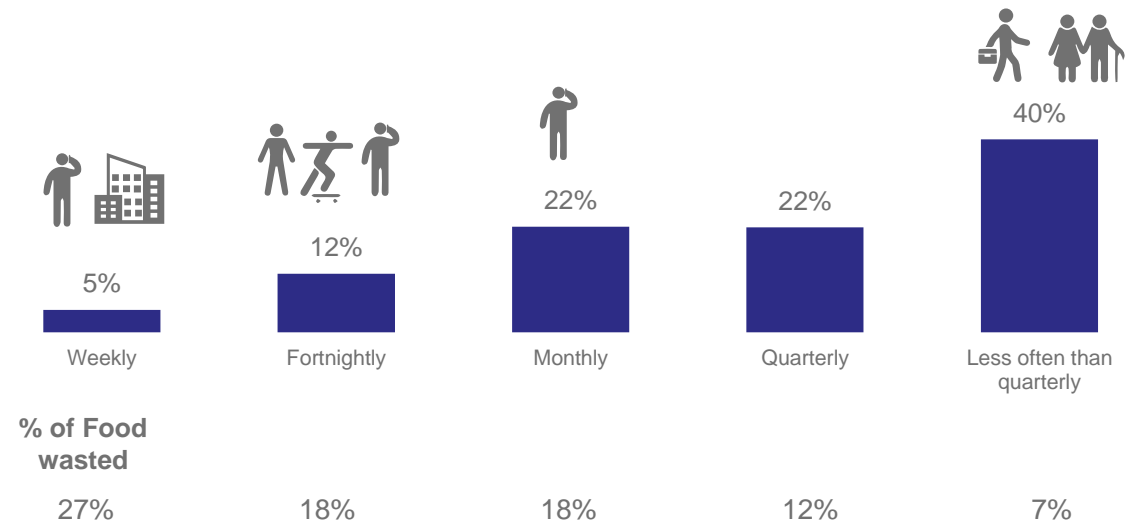
# Just under half of New Zealanders have thrown away unopened or untried food – with Generation Y and urban dwellers most likely to do so more frequently

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



Base n=1502

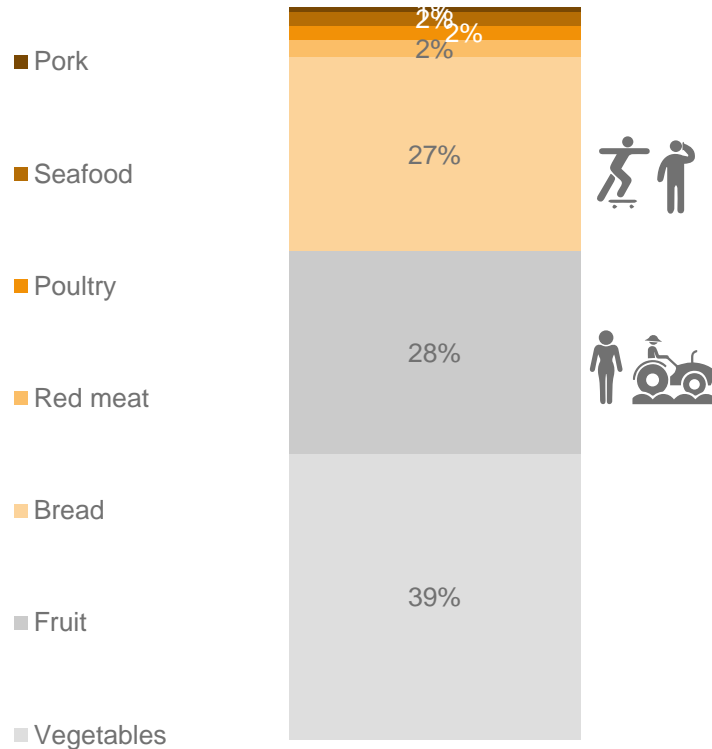
Frequency of throwing away food (amongst those who have done it)



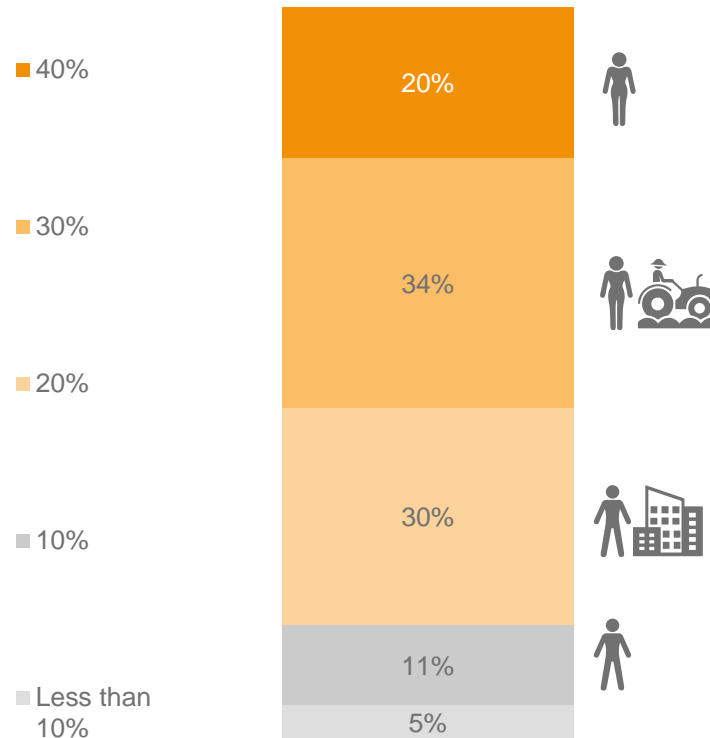
▲ Significantly higher  
▼ Significantly lower

# Vegetables and fruit are most likely to have been wasted – whilst more than half of New Zealanders believe at least 30% of food is wasted as part of the production cycle

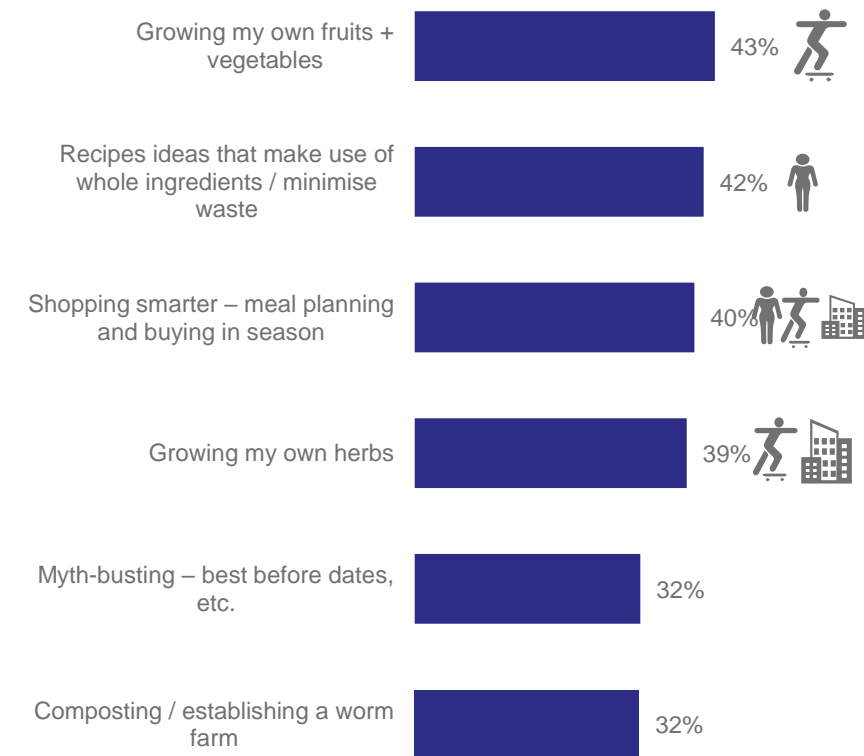
## Foods wasted the most



## Expected proportion of all food in New Zealand that goes to waste or lost in production cycle



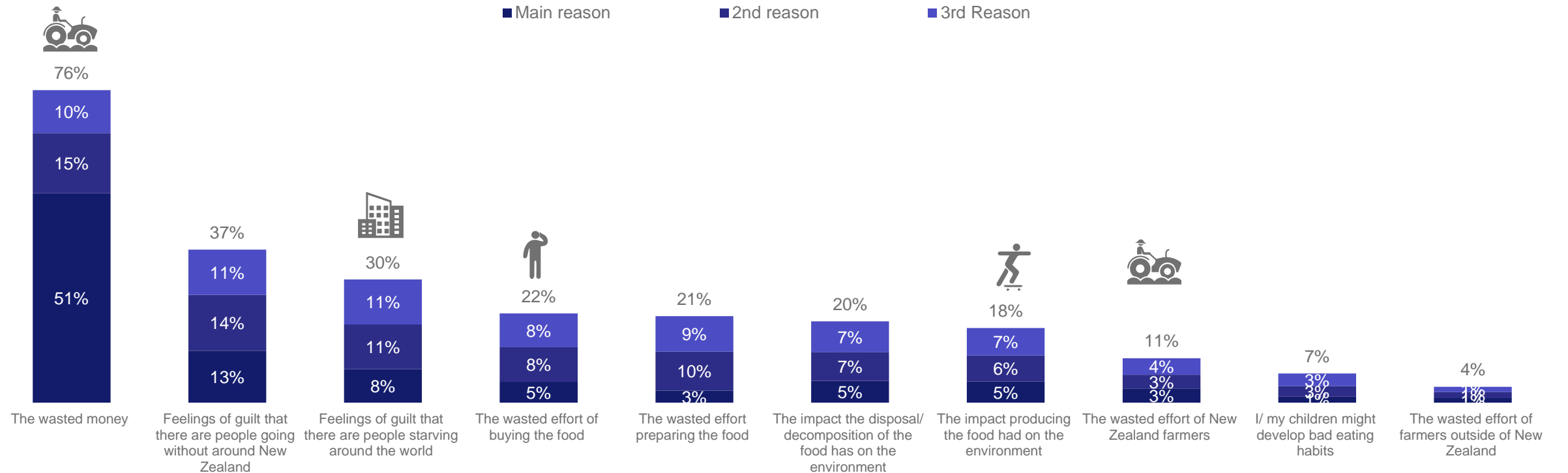
## Interest in information to reduce food waste



Base n=1502

# New Zealanders are most concerned about the wasted money as a result of food waste – ahead of guilt around wasted food potentially being used to help those without enough food

## Concerns around food waste

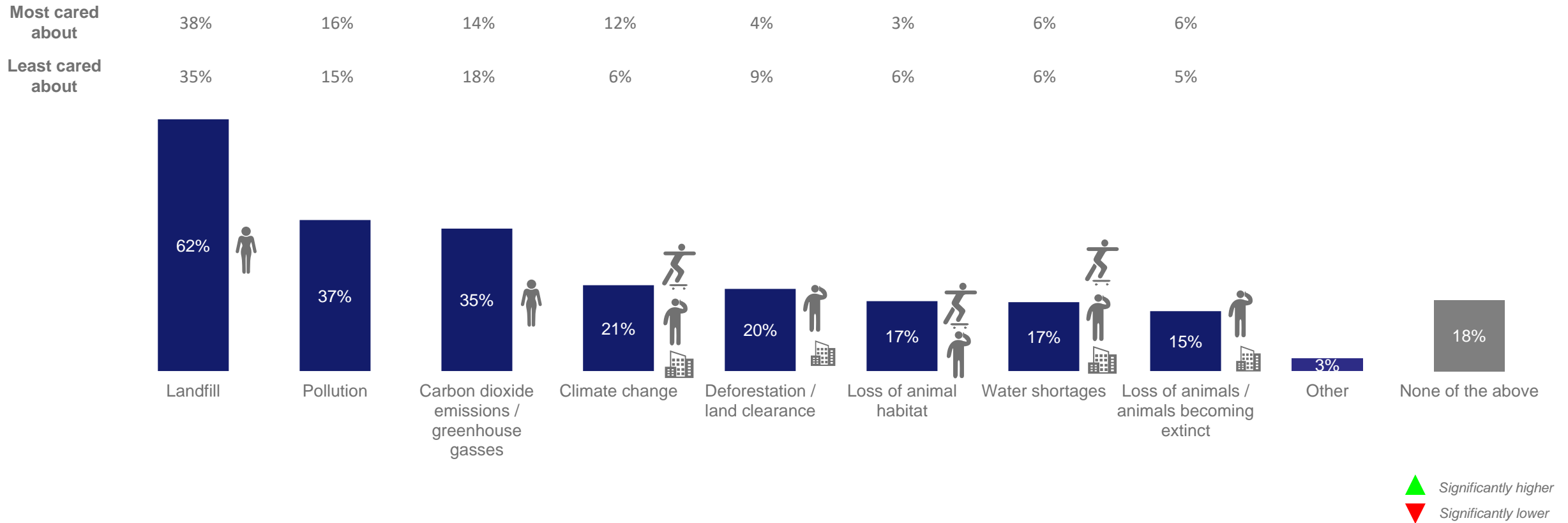


Base n=1502

▲ Significantly higher  
▼ Significantly lower

# Landfill is seen as the biggest impact of wasted food – cited by nearly twice as many as pollution and gas emissions

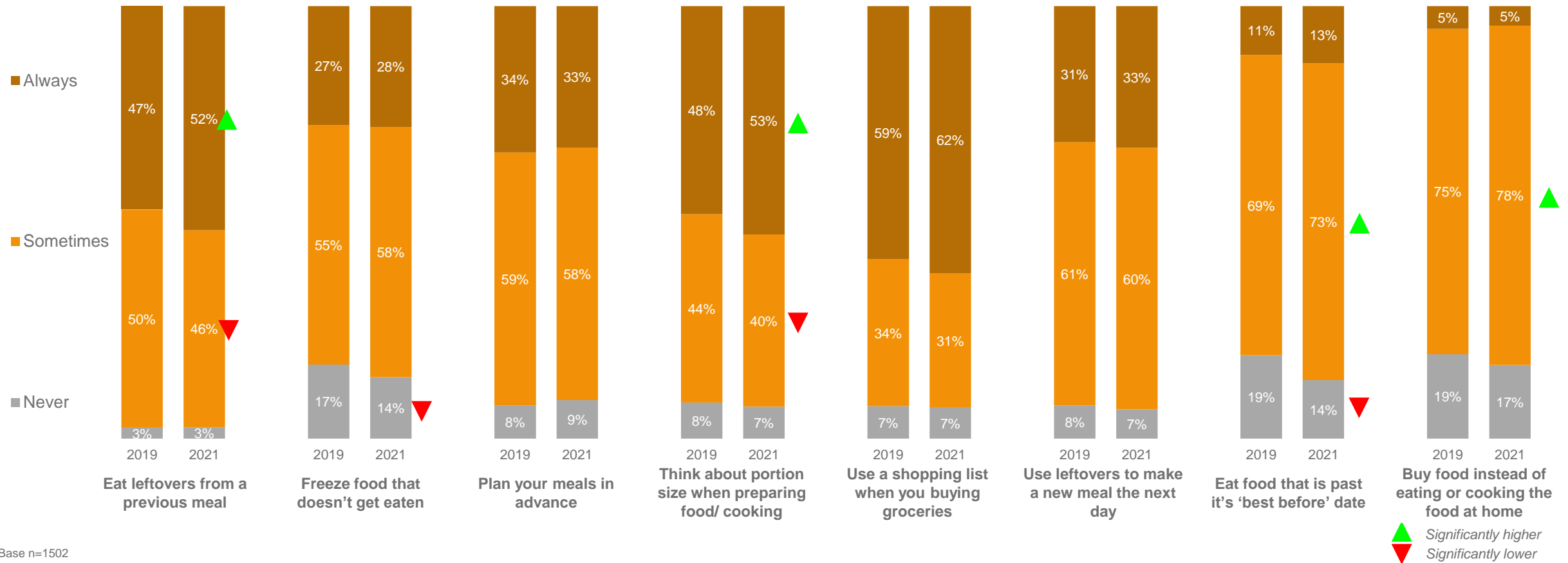
## Perceived impacts of food waste



Base n=1502

# Positively New Zealanders are more likely in 2021 to eat leftovers from a meal, be more mindful of portion size, eat food that is past the best before dates – but also more likely to buy food instead of cooking it at home

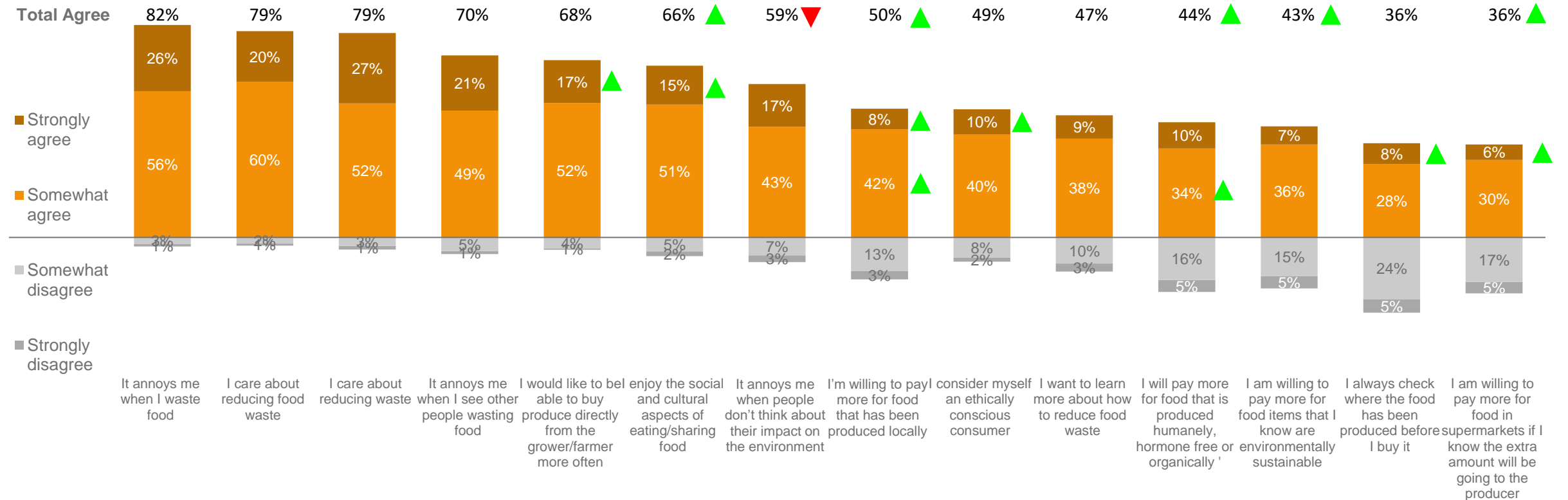
## Household food behaviours



Base n=1502

# Concern for food waste remains strong with locally produced, organic and environmentally sustainable foods are more likely to be paid more for

## Food attitudes

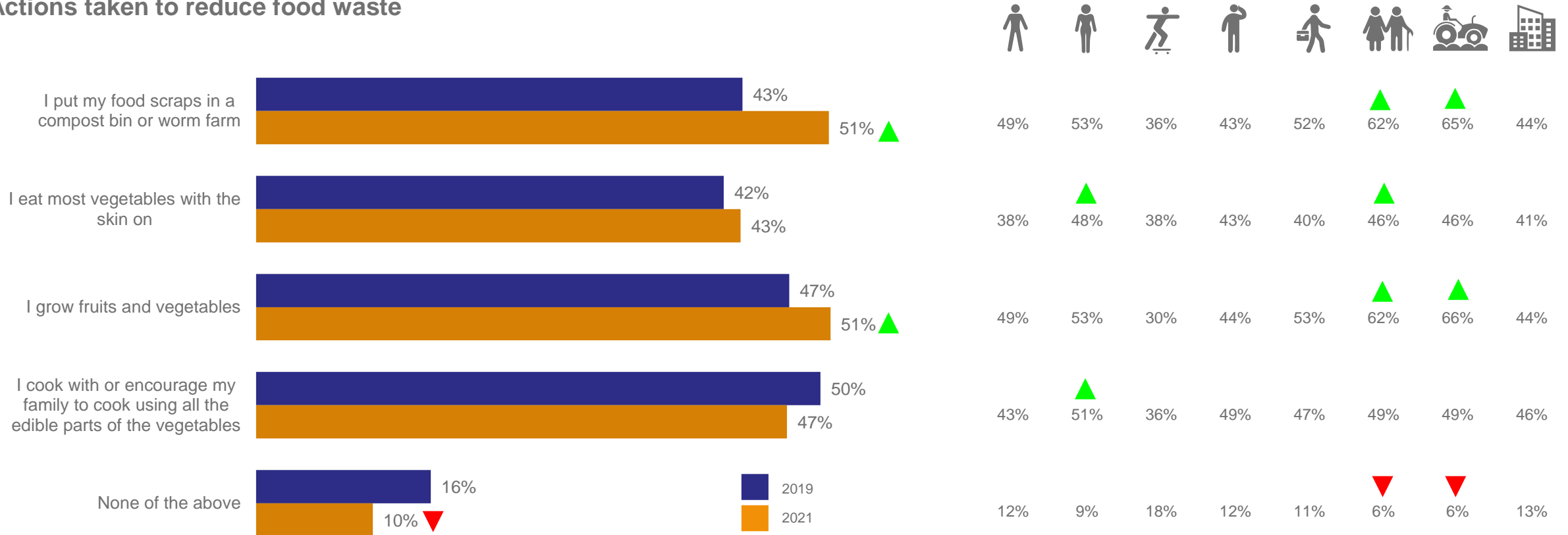


Base n=1502

▲ Significantly higher  
▼ Significantly lower

# New Zealanders are more likely to be using compost / worm farms and growing their own fruits and vegetables in 2021

## Actions taken to reduce food waste



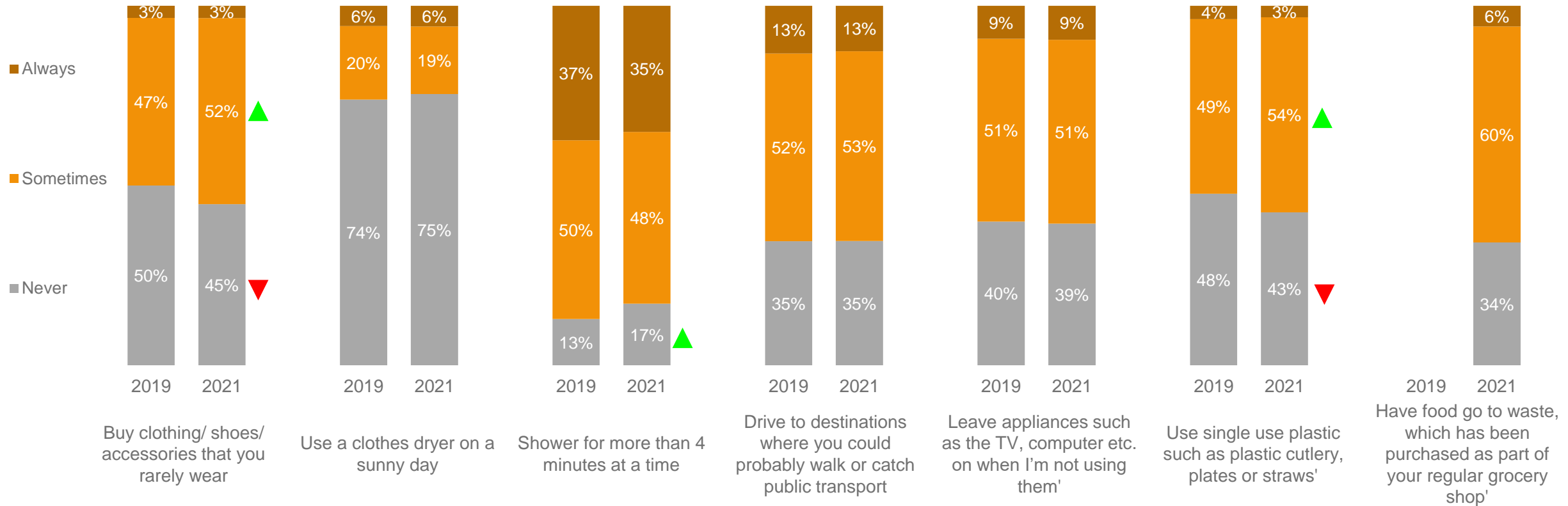
Base n=1502

▲ Significantly higher  
▼ Significantly lower



# However use of single use plastic and buying clothes / accessories rarely worn are more likely in 2021 – though showering for more than four minutes is likely to less likely to have been done

## Frequency of wasteful behaviours



Base n=1502

▲ Significantly higher  
▼ Significantly lower