

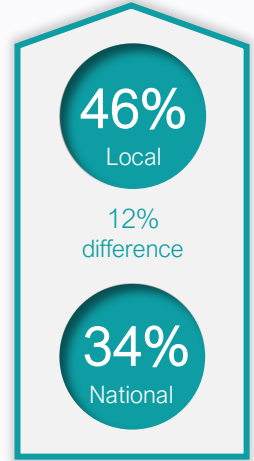
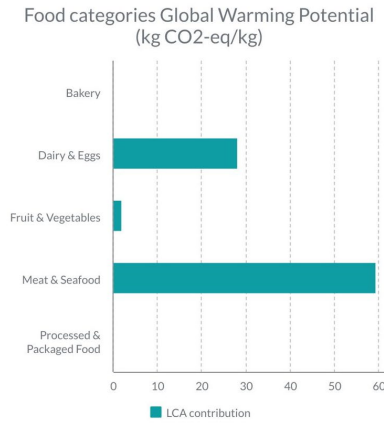
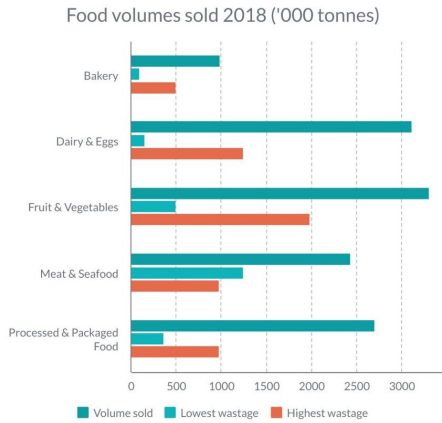
Australian FLW Baseline

Framing the Food Loss Waste Scenario



THE PROBLEM

FFWCRC 122 Baseline Literature Review (2020)



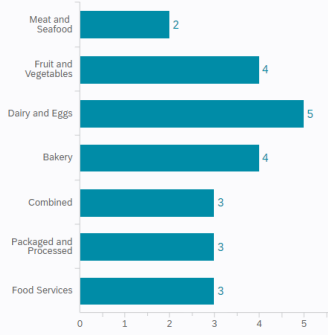
Australian Food volumes sold in 2018 overlaid with wastage estimations and LCA contributions per food categories

Food Waste Baseline Figures reported for Australian Households

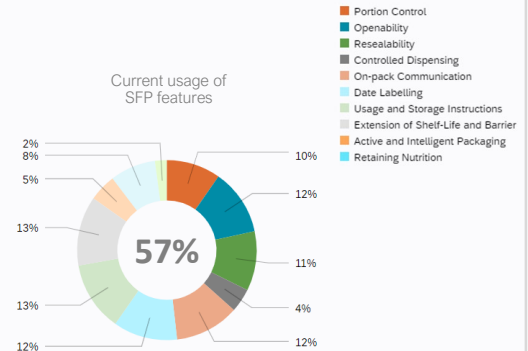
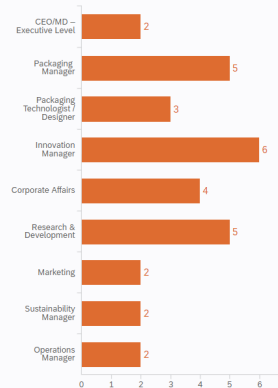
INDUSTRY SCENARIO

FFWCRC 121 Stakeholder Review Online Survey (n=95) (2020)

Save Food Packaging Adoption Rate (average out of 10) per Food Category



Save Food Packaging Adoption Rate (average out of 10) per Organisational Role



Food Category SFP Adoption Rate

Organisational Role SFP Adoption Rate

Food industry's Baseline 'adoption rate' of Save Food Packaging Features

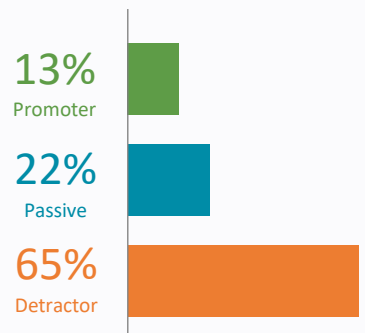
CONSUMER SCENARIO

FFWCRC 122 Existing Perceptions of Packaging Survey (n=1,015) (2020)



"Packaging helps to reduce food waste"

Consumer's consideration of packaging playing a role in reducing food waste



Level of Motivation to Reduce Household Food Waste



Household estimation of average weekly edible food waste, in whole cups