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Moving ahead from food-related behaviours: an alternative approach to understand household food waste generation

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2	household food waste generation
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22 Abstract

23 Food waste prevention is a hot topic on the policy agenda. According to available data, urgent

24 measures need to be undertaken to significantly reduce the current generation of food waste.

- 25 However, it is important to thoroughly understand consumers' behaviour to define measures that
- 26 will lead to a long-lasting change in the situation. The aim of the present work is to analyse

27 consumer food waste behaviour by means of a model that brings together food-related and waste

- 28 management variables. To do so, a survey was given to 418 consumers of the metropolitan area of
- 29 Barcelona. Results show that food waste is directly influenced by purchasing discipline, waste
- 30 prevention habits and materialism values and indirectly influenced by environmental values. This
- 31 highlights the importance of addressing the problem from different perspectives and emphasizes the
- 32 importance of considering this problem as a transversal element for policy makers. We suggest that
- 33 household food waste prevention and reduction needs to be included as a key element in different
- 34 policy areas.

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