

MEDIA RELEASE JANUARY 2020

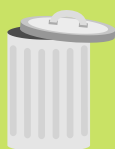
ETHICAL BITES

ETHICAL BITES CONTINUES TO FEED NUTRITION AND SUSTAINABILITY
MESSAGE



FOOD WASTE IN AUSTRALIA

- 1 in 5 shopping bags end up in the bin, costing households approximately \$3800 per year [1]
- More than 5 million tonnes of food ends up in landfill [2]
- 35% of the average household bin is food waste [1]



COOKING DEMONSTRATIONS & SUPERMARKET TOURS

The Nutrition Australia Ethical Bites project involved cooking demonstrations and supermarket tours funded by Love Hate Waste to connect healthy eating with sustainable living. These took place during National Nutrition week and were hosted at various Woolworths stores across NSW. Cooking demonstrations gave shoppers an opportunity to try our simple yet delicious Apple and Raspberry Bircher Muesli, showing how healthy eating can be super easy. Supermarket tours were an hour long, free and led by Nutrition Australia endorsed demonstrators. The tours involved educating shoppers on interpreting food labels, including the Nutrition Information Panel as well as 'use-by' and 'best-before' dates. Shoppers were also given nutrition and sustainability tips on purchasing, cooking and saving food.

ZERO WASTE RECIPES

VEGETABLE PIE



Healthy Living James teamed up with Love Food Hate Waste to come up with a hearty zero waste recipe that everybody would love. This vegetable pie is a great option for a quick and yummy mid-week dinner. To view this recipe visit James' food blog at: <https://healthylivingjames.co.uk/zero-waste-veggie-pie/>

TIPS ON SUSTAINABLE EATING...

- Purchase local produce [3]
- Prioritise plants [3]
- Minimise meat [3]
- Grow your own fruits, vegetables and herbs [4]
- Eat seasonal foods [4]
- Choose whole foods over processed foods [5]
- Consider purchasing a compost bin [5]



PANTRY BARS

These healthy muesli bars take just 15 minutes to make and are a perfect excuse for clearing out your pantry with no waste. Visit the **Delicious** website and recipe here: <https://www.delicious.com.au/recipes/pantry-bars/zDzUiHVp>

REFERENCES

1. <https://www.epa.nsw.gov.au/working-together/grants/organics-infrastructure-fund>
2. <https://www.environment.gov.au/protection/waste-resource-recovery/national-waste-reports/national-waste-report-2013/organic-waste>
3. <https://www.hsph.harvard.edu/nutritionsource/2015/06/17/5-tips-for-sustainable-eating/>
4. <https://theconversation.com/10-tips-for-eating-locally-and-cutting-the-energy-used-to-produce-your-food-67060>
5. <https://sustainabletable.org.au/all-things-ethical-eating/what-you-can-do/>

ETHICAL BITES

SUPERMARKET TOURS

2013 EVALUATION REPORT

EVALUATION METHODS



Supermarket Tours were conducted in five different Woolworths stores across NSW - Wollongong, Kotara, Strathfield, Caringbah and Cherrybrook. Cherrybrook recorded the highest participation rate, representing 33% of the total population.



Information flyers were distributed during cooking demonstrations that took place at these stores one week before the tours started. Advertisements were posted online as well as in the Manly Daily and Shire Times newspapers.



Supermarket Tours ran between 1 - 2pm or 6 - 7pm and were presented by a qualified dietitian or nutritionist as well as Nutrition Australia volunteers.



Pre-surveys regarding nutrition knowledge and sustainable practices were handed out prior to the commencement of each tour and a post-survey was handed out at the completion of the tour to measure the participants level of improvement.



Both qualitative and quantitative data was collected and entered into Microsoft Excel. Data was then coded and categorised according to common themes.

RESULTS

84%

of participants indicated that their interest in food sustainability had increased after taking the tour

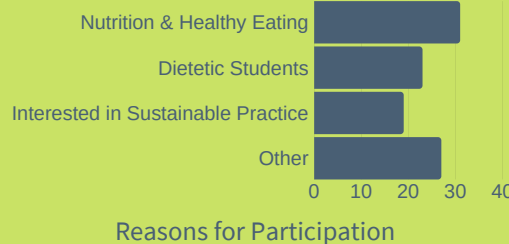
After the tour, 86% of participants said they were less likely to serve up more food than required and 90% were less likely to throw food away

Participants comparing products per 100g rather than serving size increased by

24%

93%

of participants post-tour stated that they will regularly check the 'use-by' and 'best-before' dates when purchasing food



Percentage of participants who compared total fat increased from 51% to 71%, total sugar from 59% to 87% and total fibre from 23% to 79%

An increase from 50% to 81% said they will find other edible uses for blemished or wilted items post-tour

FUTURE RECOMMENDATIONS

POST FOLLOW-UP

A three month follow up should be added to the program in addition to the immediate post supermarket tour survey.

INCREASING PARTICIPATION RATES

Target a wider audience within the community, focusing on advertising mediums that appeal to all three target groups.

IMPROVED SURVEY COMPLETION

The dietitian's and volunteers running the sessions should encourage individuals to complete both surveys.

