

Mindful potatoes

Saving starts in the kitchen: build a 0 waste solo kitchen by sustainable habit.



Hui liu | Service design MA
10019708@network.rca.ac.uk




A close-up, slightly blurred photograph of a person's hands using a knife and fork to eat a salad on a white plate. The plate is set on a patterned tablecloth. The lighting is soft and indoor, typical of a restaurant setting. The text is overlaid in the center of the image.

When was the last time you really paid attention to what you were eating - when you actually tasted the food?

“In the modern world, meals are often eaten in a state of deep sensory detachment. This should not be the case.”

By Bee Wilson

We still have the same basic outlook as our hunter-gatherer ancestors, but very often we rely on the modern food industry for the functioning of our senses. The growing trend towards convenience foods, online grocery shopping and 'eat on the go' may reduce the social and cultural importance of shared meals.

A close-up photograph of a sloth's hand holding a piece of fruit on a tree branch. The sloth's hand is dark brown and wrinkled, with long, curved fingers. It is holding a round, yellowish-green fruit. The background is a lush green forest with many leaves and branches.

Biologist Nathaniel Dominy has found that chimpanzees use their dexterous hands to quickly squeeze figs to determine whether they are ripe. Our thumbs may have originally evolved as a device to measure the ripeness of fruit.

Food Loss



On farms



During storage



During Transport

Food Waste

In restaurants



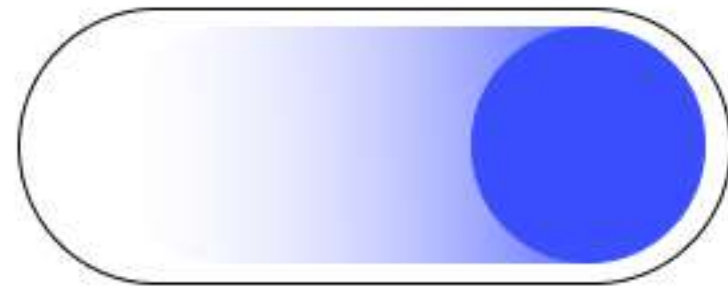
In households



In stores

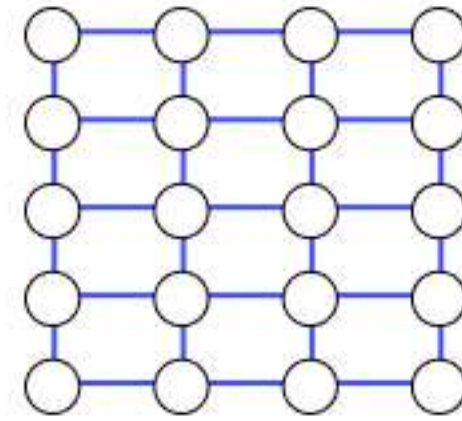


Why we need to focus on food waste?



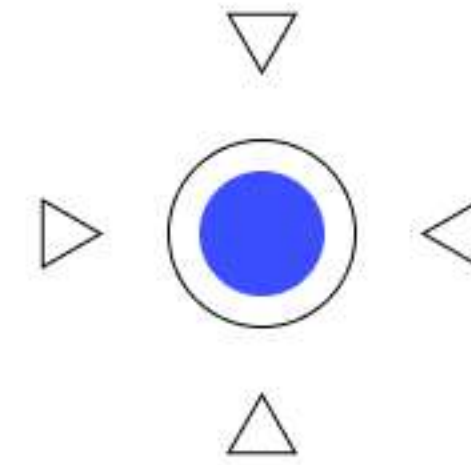
Easy to change

It is easier for individuals and families to take action to reduce waste, such as buying the right amount of food and storing and using leftover ingredients correctly.



Relevant to everyone

Cooking is a uniquely human culinary ability, everyone has experienced the process of grocery shopping and cooking, Household waste is more likely to resonate and be acted upon than waste in other segments.



Immediate impact

Cooking is a uniquely human culinary ability, everyone has experienced the process of grocery shopping and cooking, and interacting with food is an integral part of life

Food journey



1 Growing on farm



2 Transport to Merchant



3 Sold in shops



4 Consumed at home



5 Collected and landfilled



Retail supply chain

Customer

Government



Location

Farm

Truck

Store

Household

Council

Problems

Pests, weather, natural conditions, technical and aesthetic reasons

Packaging, high temperature, storage

Promotion, Mismanaged date labeling

over-purchasing, unpredictability, over-cooking, improper storage, or misunderstanding food expiration dates.

Facility and technology constraints, high volumes handled, regulations and policies

Touch-point

Organic food

Truck

Label Food

Food, recipe

No separate food collection system

Topic

Ugly food

cold chain

Redistribute
Change the packaging specifications

share or compost

share or compost

Solution

Oddbox
Imperfect food

Too good to go

Olio

the flex project
Capital growth

According to UK government statistics, around 10 million tonnes of food and drink are wasted each year in the UK at the back end of the supply chain, with around 70% of this food waste occurring in households and around 30% in shops and restaurants.

30%



In restaurants & stores

70%



In households

FOOD RECOVERY HIERARCHY



Source Reduction

reduce the volume of surplus food generated



Feed hungry

Donate extra food to food banks, soup kitchens and shelters



Feed animal

Divert food scraps to animal food



Industrial

Provide waste oils for rendering and fuel conversion and food scraps for digestion to recover energy



Compost

Create a nutrient-rich soil amendment

What the government has done?

Uk government fight food waste since 1915, and built the "Waste & Resources Action Programme" (WRAP) in 2000, "Love Food, Hate Waste" campaign in 2007. Hilary Benn proposed a plan to curb food waste through different measures Two years after its launch, the Love Food, Hate Waste campaign claims **it has stopped 137,000 tonnes of waste and saved £300 million through its help to over 2,000,000 households.**

WAR on WASTE



In June 2009, Environment Secretary Hilary Benn announced the government's 'War on Waste', a plan to reduce food waste in the UK.

Who is most likely to face challenges

There are differences in average levels of food waste across socio-demographic groups: in general, **older households and households where the main earner is retired generate less waste.**

On average, larger households produce less waste per capita than single-person households - this difference stems from the fact that single-person households produce more waste by **not using food before it has expired or expired** (rather than, for example, producing more leftovers)).



Elderly/ Retired households



Large households



Single-person households

Waste hierarchy (expired)

What is the problem for being solo?



The right amount

The food retail environment is **family-oriented**, foods tend to be bundled into larger sizes and promotions encourage to buy more and save more, which also means that single servings are more expensive. Also people **tend to overestimate their meal sizes** when shopping, so people often buy more portions than they need when shopping.



Changed mind

In the lives of people living alone, **unpredictability and mood swings exacerbate the problem of food waste**. Temporary changes in work or social life, as well as mood and appetite fluctuations, make it difficult to consume all the food purchased within the shelf life, increasing the risk of food expiry and waste.

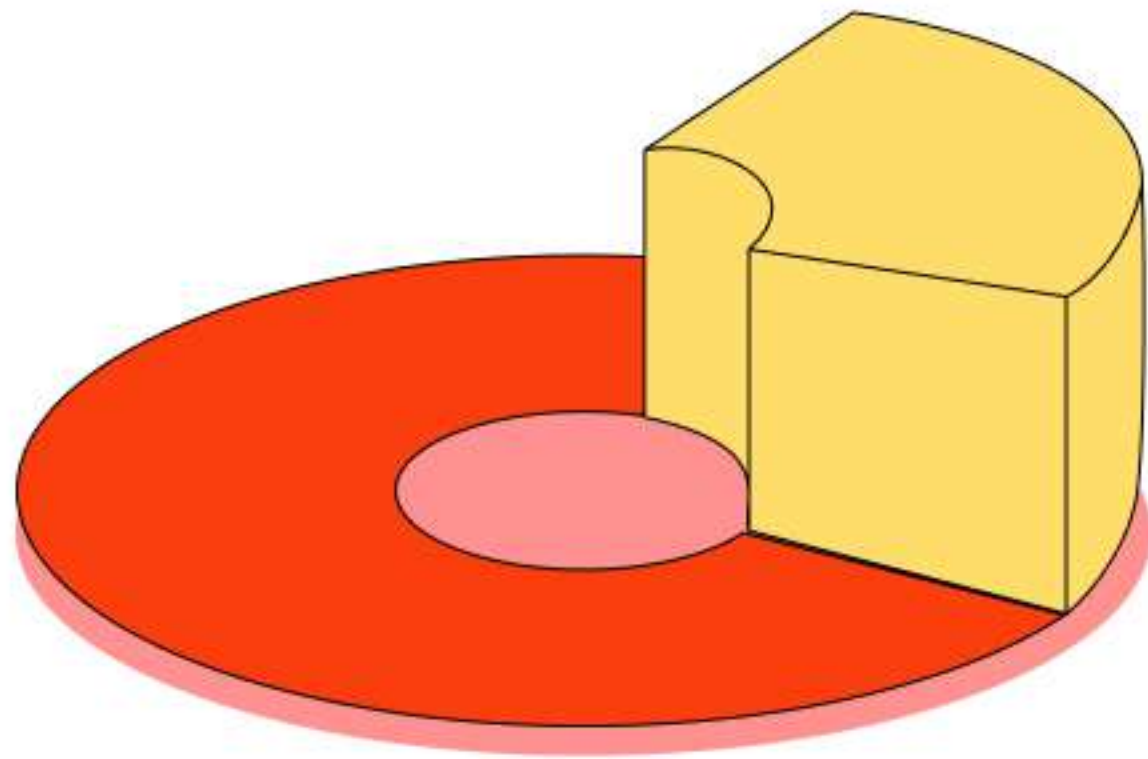


Lack of cooking knowledges

One fifth explained that the reason they were so wasteful was that they did not know what to make. The same proportion of respondents said that **they could reduce food waste if they knew more about recipes**.

What is the trend?

More people are living alone today than at any other time in history. The rise of solitary living represents the biggest social change since the baby boom. With more and more people becoming single person households, this has become the norm in some cities - for example, 60% of people in the London borough of Islington live alone.



1/3 of households are living alone



Living alone becomes a social change

What challenges are single person facing?

UK food prices are rising at the fastest rate in 42 Years. According to The Times, surveys show that rising food prices are forcing millions of Britons to spend less on food, with 1 in 6 Britons regularly eating less than one meal to save money.

cost of living crisis

Single person estimated monthly costs:

£3,198



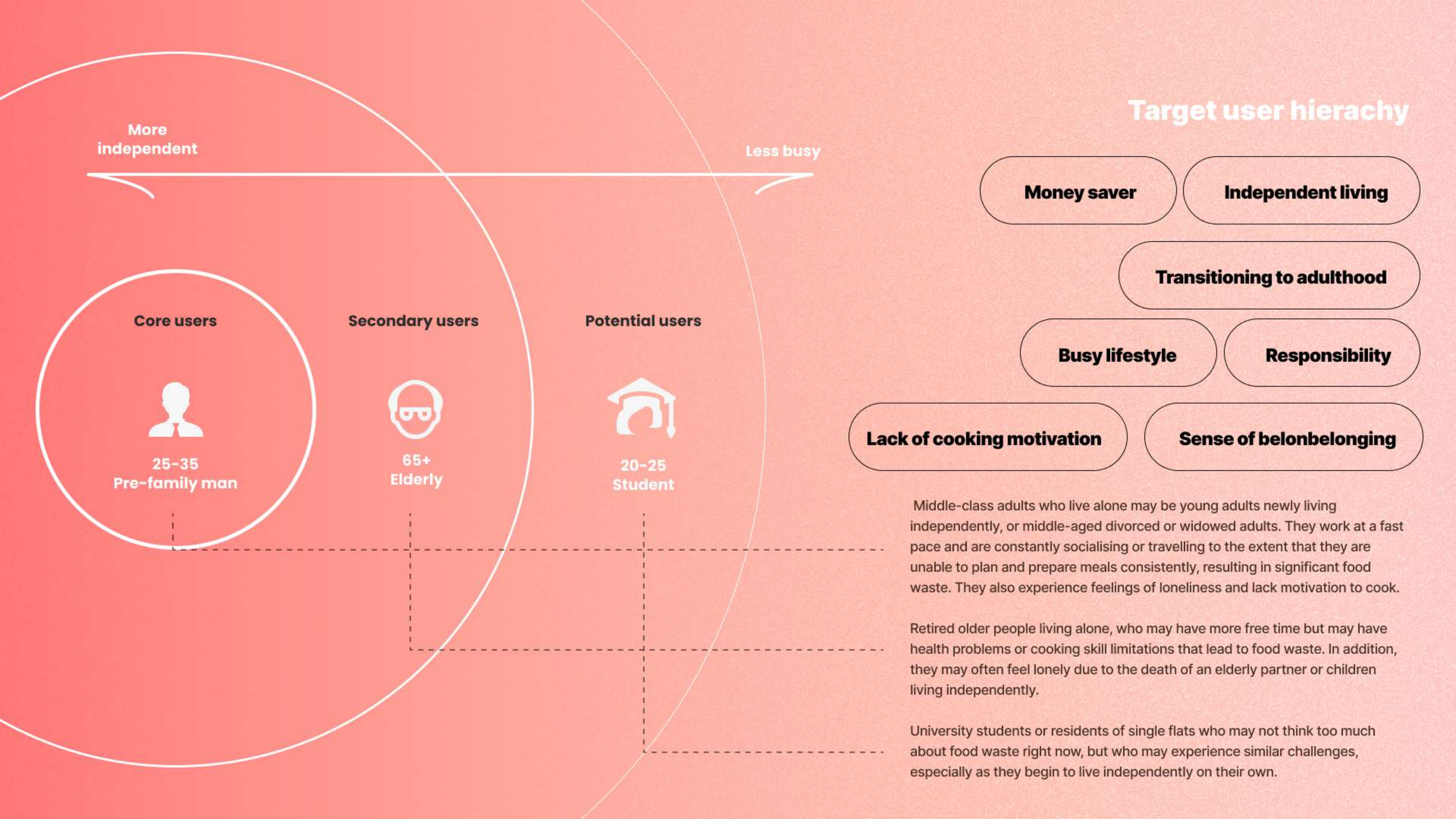
The percentage of expenditure

2023



2022





What do people say?



"I choose to buy less to avoid food waste"

"I used to waste a lot, but now I plan better"

I always want to be healthy so I buy a lot of fruit but I can't eat it all.

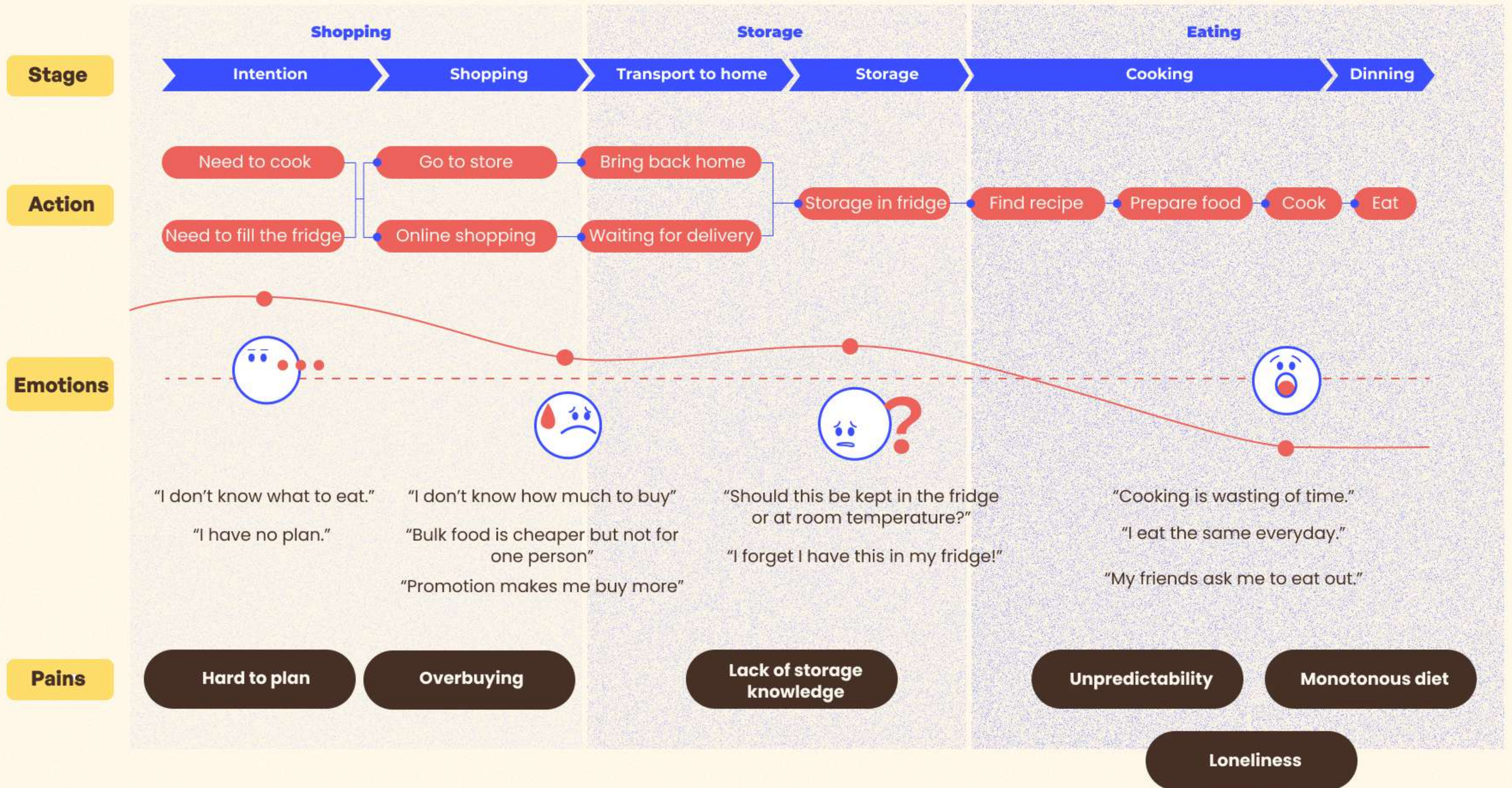
"The biggest problem with eating alone is that you simply can't eat it all!"

"People who live alone tend to use software like olio more and they always have a lot of adventitious food."

"Sometimes I suddenly want to have dinner with friends and this disrupts my plans and some of the food is out of date."



Customer journey



Is there an existing solution?

Buy less



Make a plan



Social media



Food rescuer



Recipe box



But...



But...



But...



But...



But...



Time consuming

Hard to stick

Old habit

Geographical restrictions

Expensive

Stakeholders

