

Food Waste and the Issue of Product Date Labeling: Looking into the Future

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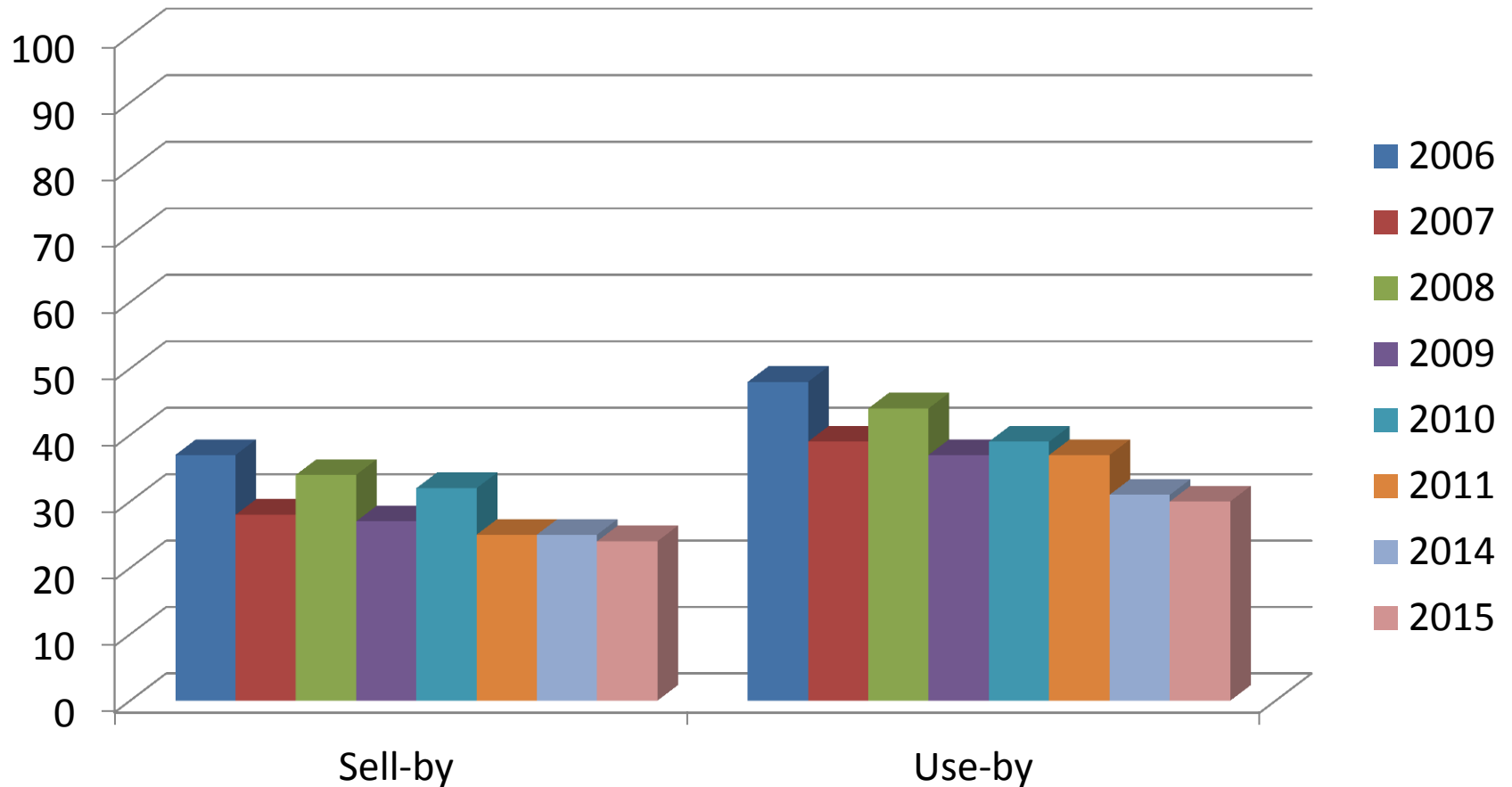
VP Food Safety Programs

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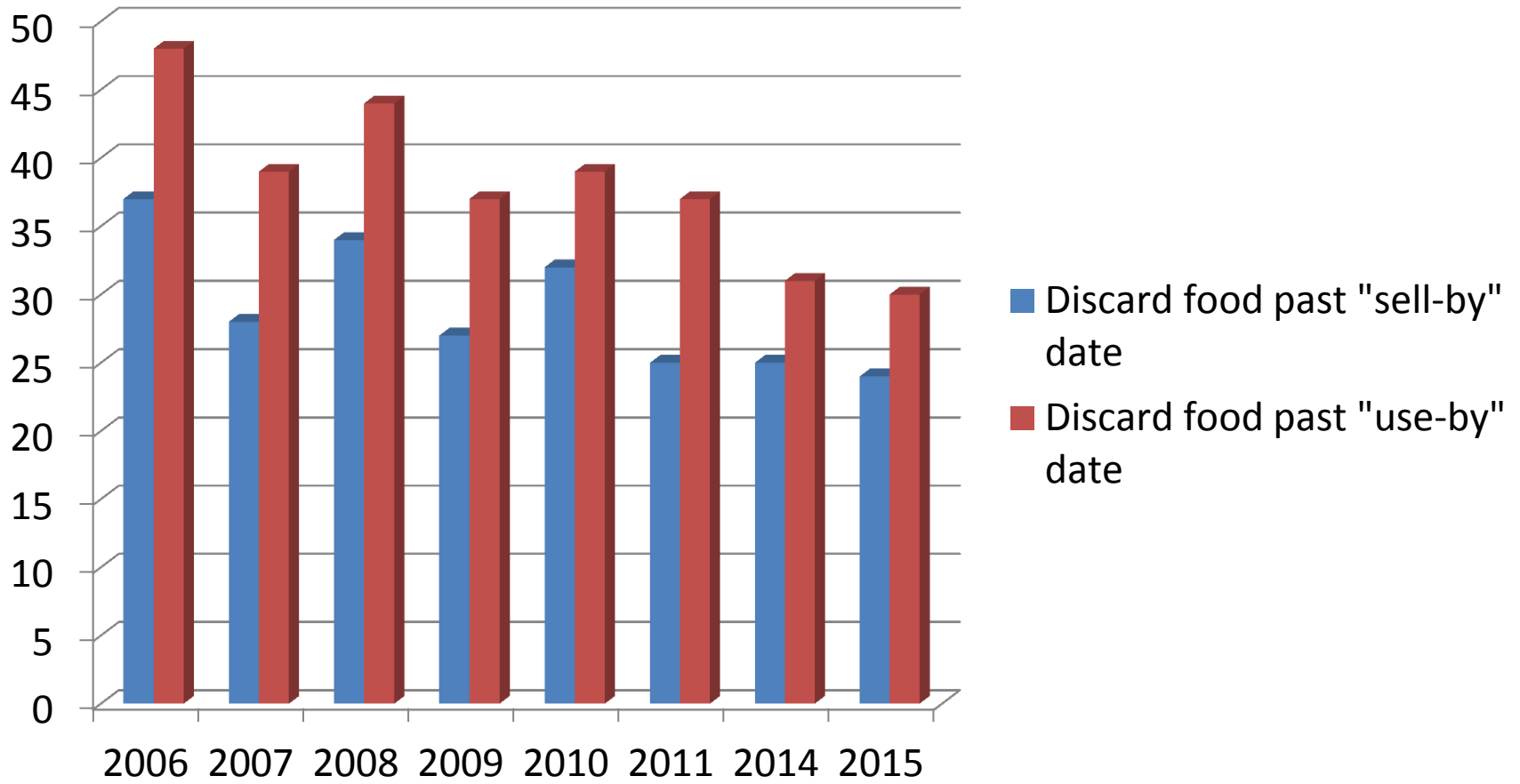
Does anyone in your household discard products on the:

- Use by date?
- Best before date?
- Sell by date?

Percentage of Consumers Discarding Food “Every Time”



Percentage of Consumers Discarding Food



Perception of Freshness

- Same yogurt
- Containers labeled with different expiration dates
- Consumers “preferred” yogurt with longest period before reaching the expiration date as best and most healthful

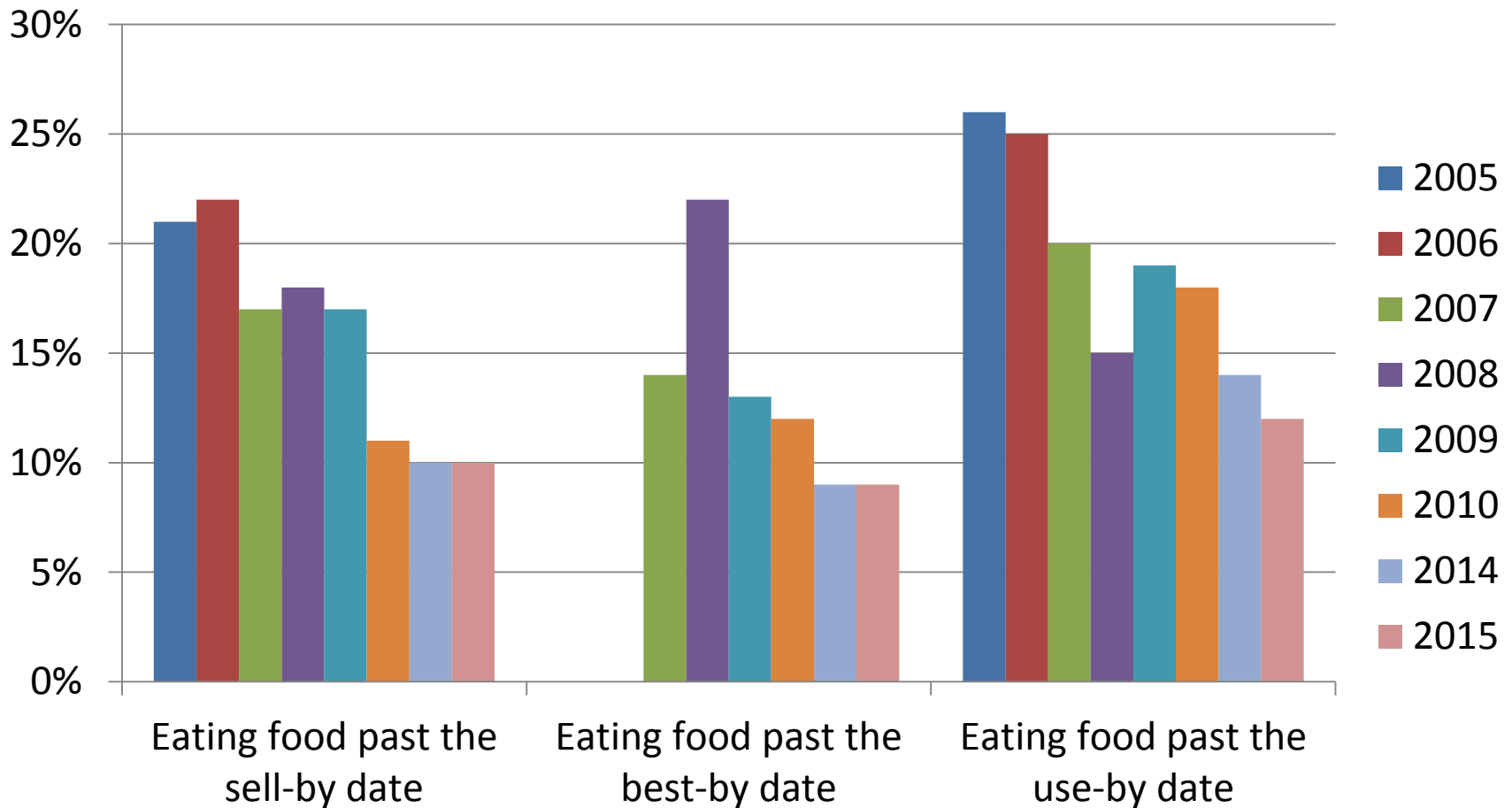


- Wansink & Wright , Journal of Food Science (71:4) pg S354–S357, May 2006

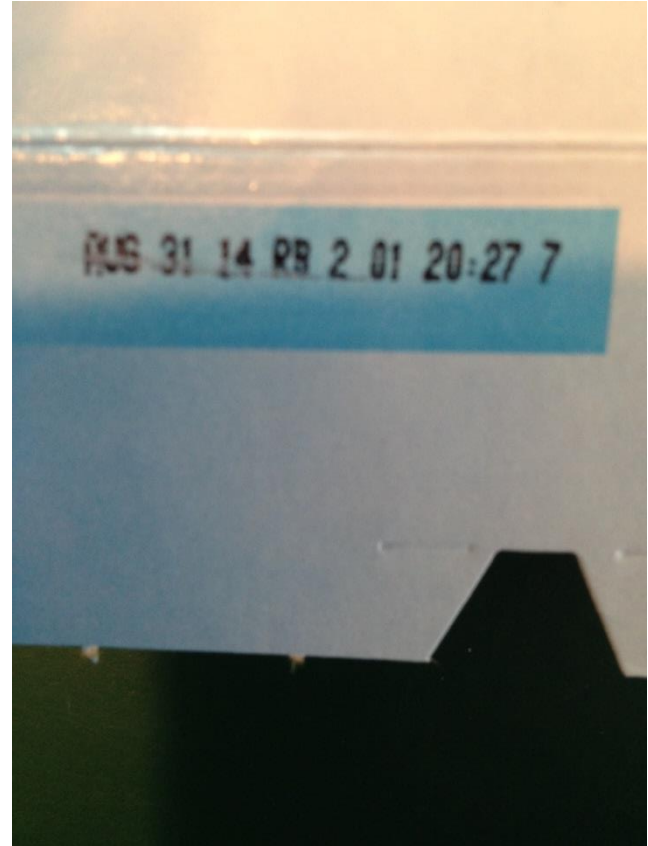
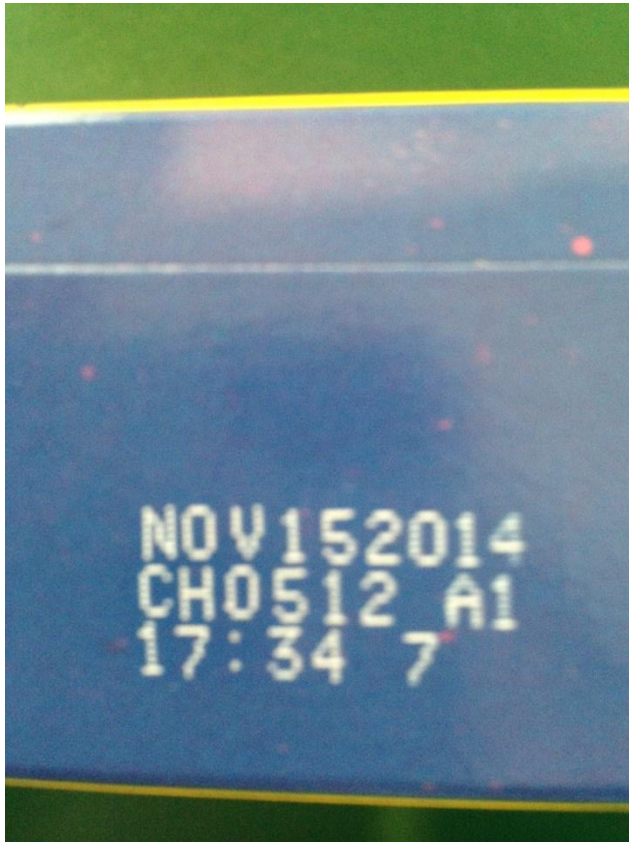
Consumer perception of implied “serious” health risk related to:

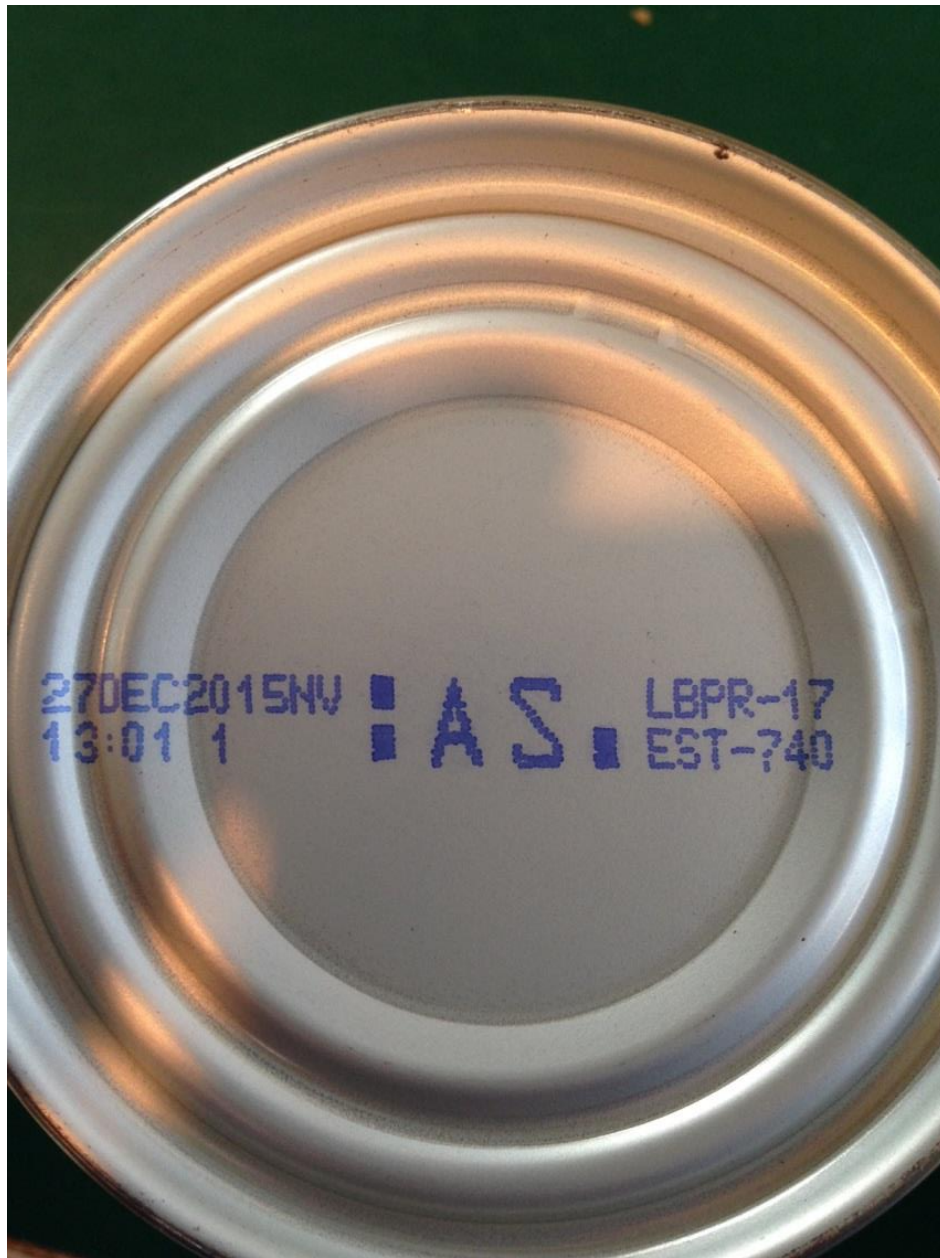
	2005	2006	2007	2008	2009	2010	2014	2015
Eating food past the sell-by date	21%	22%	17%	18%	17%	11%	10%	10%
Eating food past the best-by date			14%	22%	13%	12%	9%	9%
Eating food past the use-by date	26%	25%	20%	15%	19%	18%	14%	12%

Consumer perception of implied “serious” health risk related to:



Dates without descriptive words







Varying terminology



Budweiser

KINGS

BORN
ON
BEST
BEFORE

FRESH BEER

At Budweiser
is for consumers
within 120 days

What terms do consumers prefer?*

Preferred date labeling terms	Percentage of consumers
Use by	68%
Sell by	21%
Best by	11%

*FMI Trends 2007

Variables



- Family Size
- Gender and age
- Economics
- Risk acceptance or aversion



Consumers are confused

- Multiple studies in many different countries have documented consumer confusion with code dates

Industry needs

- Date for stock rotation
- Shelf life indicator for some highly perishable products
- Technology innovations
- Balance between quality and safety without safety guarantees

Solutions

- Industry led solution
- What will work for the food industry – manufacturers and retailers?
- What will consumers respond to?

Discussion

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