

Interview Notes

Interviewee name	María Camila Sánchez Páez	Interviewer name	Nicolas Rozo Fajardo
Date	28/01/25	Topic	Food Waste in Bogota

Screening interview questions	Purpose
Section 1: Icebreaker & Context	
1. Can you tell me a little about your shopping and dining habits? For example, how often do you eat out at restaurants or buy groceries at supermarkets?	To establish context about the participant's frequency of interaction with food providers.
2. Do you have a favorite restaurant or supermarket in Bogotá? Why do you like it?	To understand their preferences and how these might connect to food waste behaviors or policies.
Section 2: Awareness of Food Waste	
3. Have you ever noticed food being wasted at restaurants or supermarkets? For example, seeing food being thrown away or food that appears to go unsold? (Open-ended)	To gauge awareness of food waste issues and invite personal observations.
4. On a scale of 1 to 5, where 1 is “not a problem at all” and 5 is “a very big problem,” how much of an issue do you think food waste is in Bogotá? (Closed-ended)	To quantify their perception of the severity of food waste.
5. What do you think happens to unsold food in supermarkets and restaurants? (Open-ended)	To uncover assumptions or knowledge about food waste practices.
Section 3: Personal Perception or Unsold or Nearly Expired Food	
6. When you visit a supermarket, how often do you notice products close to their expiration date being discounted or promoted? (Closed-ended: Always, Sometimes, Rarely, Never)	To understand how aware the participant is of strategies used by supermarkets to manage nearly expired products.
7. Have you ever bought food that was close to its expiration date because it was on discount or in a special promotion? If yes, how do you feel about these purchases? (Open-ended)	To explore consumer attitudes and behaviors towards nearly expired food.
8. In restaurants, have you ever seen food items advertised as “leftover specials” or meals made with ingredients that are near the end of their freshness? Would you consider ordering such meals? Why or why not? (Open-ended)	To assess the willingness to engage with restaurant-based initiatives to reduce food waste.

9. What do you think supermarkets or restaurants could do to make customers more comfortable buying food close to its expiration date or freshness cycle? (Open-ended)	To gather ideas on improving customer perception and reducing waste of unsold food.
10. Do you think restaurants and supermarkets in Bogotá could do more to prevent unsold food from being wasted? If yes, what kinds of actions would you like to see? (Open-ended)	To identify perceived gaps in current practices and potential improvements.
Section 4: Drives & Barriers	
11. In your opinion, why do you think restaurants and supermarkets waste food? (Open-ended)	To identify perceived drivers of food waste.
12. What challenges do you think restaurants or supermarkets might face in reducing food waste? (Open-ended)	To understand the participant's perception of barriers to addressing food waste.
13. Do you think supermarkets or restaurants in Bogotá are doing enough to reduce food waste? Why or why not? (Open-ended)	To assess the participant's perception of efforts being made.
Section 5: Solutions & Engagement	
14. If supermarkets or restaurants offered discounts on food or products close to their expiration date, how likely would you be to buy them? (Closed-ended: Very likely, somewhat likely, Neutral, Unlikely, Very unlikely)	To gauge the participant's willingness to participate in discount-based solutions.
15. What factors would influence your decision to buy discounted products close to their expiration date? For example, price, quality, packaging, or product type? (Open-ended)	To understand the specific conditions under which customers would feel comfortable buying such products.
16. How would you feel if restaurants created a special menu, or daily offers made from ingredients close to their freshness limit? Would this influence your decision to eat there? Why or why not? (Open-ended)	To explore customer attitudes towards restaurant initiatives to reduce food waste.
17. Do you think supermarkets or restaurants should do more to educate customers about buying nearly expired food or products? If so, what kind of information would be most helpful? (Open-ended)	To understand the participant's thoughts on raising awareness and promoting informed purchasing decisions.
18. Would you support an app or service that helps you find discounts on products close to their expiration date at supermarkets or restaurants near you? Why or why not? (Open-ended)	To evaluate interest in digital tools that facilitate participation in waste-reduction programs.