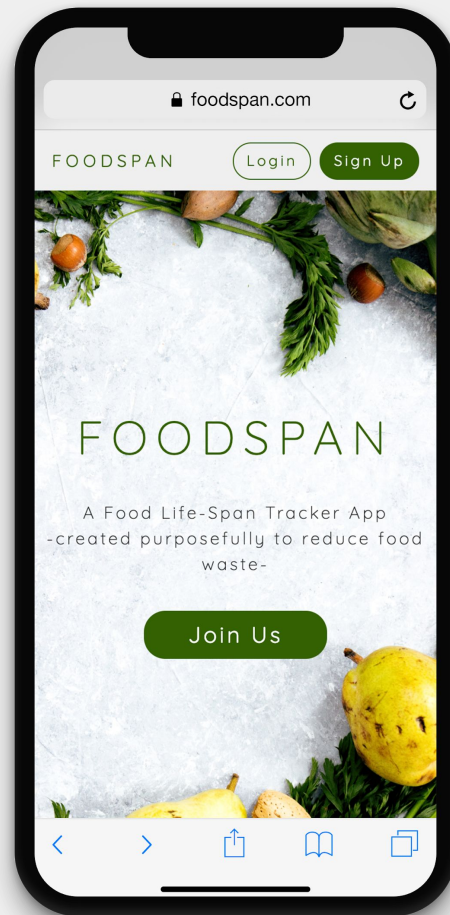


Introducing FOODSPAN



Behind the app

presentation by Frederick, Malcolm & Shirley

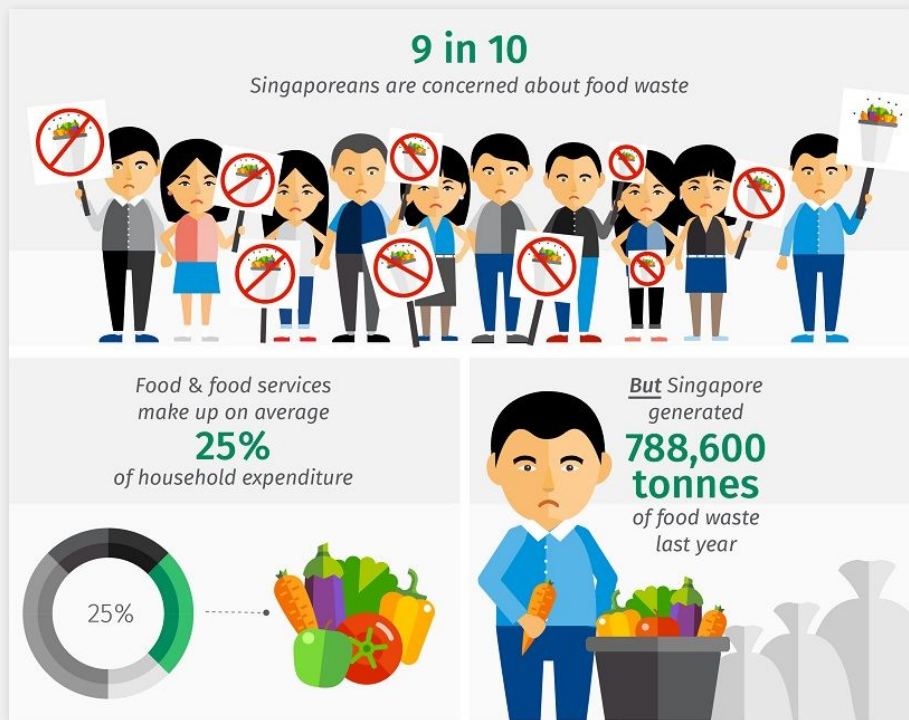
The issue

Food wastage in Singapore

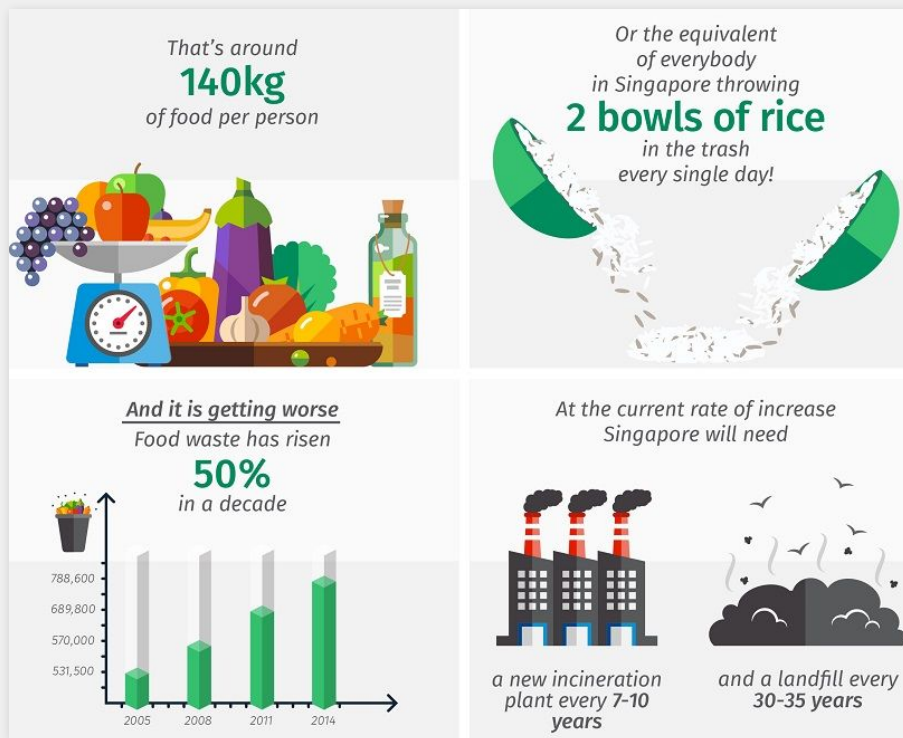
Problem closer to home

Year	Food Waste Disposed of (tonne)	Food Waste Recycled (tonne)	Total Food Waste Generated (tonne)	Recycling Rate (%)
2018	636,900	126,200	763,100	17%
2017	676,800	133,000	809,800	16%
2016	679,900	111,100	791,000	14%
2015	681,400	104,100	785,500	13%
2014	687,200	101,400	788,600	13%
2013	696,000	100,000	796,000	13%
2012	618,100	85,100	703,200	12%
2011	605,800	69,700	675,500	10%
2010	538,100	102,400	640,500	16%
2009	529,400	76,700	606,100	13%

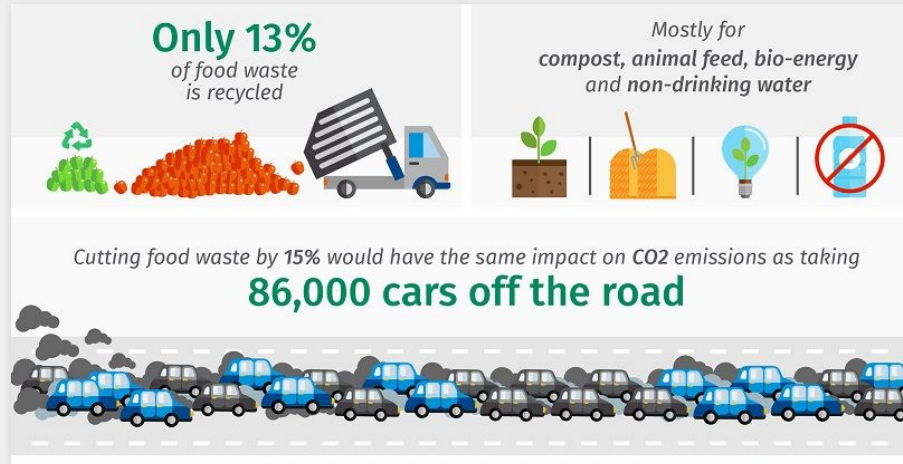
What does it really means?



What does it really means?



What does it really means?



User stories

Connecting the dots

Connecting the dots

Survey and focus group discussion findings

3 The survey, which collated responses from 1,016 participants, revealed that encouragingly, eight out of 10 Singapore consumers feel bothered when uneaten food is thrown away. Most respondents said that they avoid wasting food if possible in their preparation of meals at home, eating out or catering of food.

4 However, while respondents were concerned about wasting food, they were generally unwilling to compromise on freshness and absence of defects on food. Expired food, mouldy food and food that looked, smelled or tasted bad were the top three reasons given for throwing food away (see ANNEX A for more details on survey results).

5 The focus group discussion revealed that consumers were more likely to waste food when eating at home compared to dining out, as they tend to buy more than what they eventually consumed. Many participants said that they tend to shop on impulse, such as buying food items on promotion, instead of being guided by checklists and meal plans. Among the survey respondents who indicated that they usually buy more than enough food when grocery shopping, the most common reason given for doing so was to ensure that household members had more than enough to eat.

6 Nevertheless, the survey found that helping the family save money was the most commonly cited motivation (eight in 10) respondents gave as a trigger of change to reduce food waste, and it is heartening to note that concern for the environment came in a close second (77 per cent). Six in 10 respondents also indicated that they would waste less food if they had better information on how to plan meals and store food adequately. Overall, the results showed that awareness of food wastage is high, but more can be done to motivate consumers to take action to reduce food wastage.

Summary

Problem statement

Problem statement

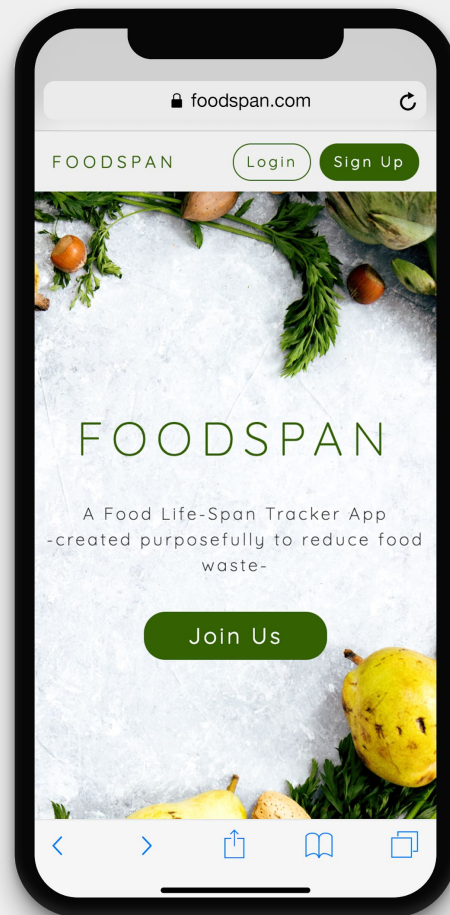
Help home-makers/consumers

Reduce food wastage

By providing a informative platform which helps managing food purchases and storage effectively.

Demo

FOODSPAN



Thank you

