

Food Recovery Awareness

Armand Faganel

University of Primorska, Faculty of management, Slovenia
armand.faganel@gmail.com

Aleksander Janeš

University of Primorska, Faculty of management, Slovenia
aleksander.janes@gmail.com

European Commission study showed that in the European Union every year we throw away a lot of food waste, with 180 kilograms per capita. Almost half of these wastes are being discarded by household. With the slogan "Stop food waste" (Stop food waste), the European Commission seeks to encourage Europeans responsibly with food and achieve a drastic reduction of food waste. Food is too often found in trash in Slovenia too, each individual annually discards about 80 kg of food, recalls Raspor (2014): The largest segment of the food waste represents the bread, followed by fruits and vegetables as well as milk and eggs.

Most of discarded food waste could be usefully spent. The experts estimated that an annual quantity of food waste in households shouldn't be more than 26 kilograms; now we create about three times as much. According to the European Commission study most of the foodstuff goes into the trash because of damaged food or packaging, due to overproduction and in consequence of excessive supply, which means that for most of unsold food the usage date expires, because of improper storage, oversized portions in restaurants etc.

The Food Recovery Hierarchy (EPA 2015) delineates diverse actions that organizations can undertake to prevent the wasted of food. It focuses on management strategies for the elimination of wasted food problem. We can act at source reduction, feed hungry people, feed animals, use it in industry, composting or landfill/incineration, but most important: preventing wasted food is a matter of implementing better habits.

In this paper we analyze the media coverage of this problem in Slovenia, the method used is content analysis. Newspapers' and websites' articles have been scrutinized, keywords identified and themes categorized. The findings are showing that many initiatives have been undertaken, from private and NGO organizations mostly, in order to sensitize the awareness of Slovenian households. The EU policy in this matter is being discussed, some of successful stories highlighted and a framework for future actions is being delineated.

Keywords: awareness, food recovery, prevention, communication, media