Globally one-third of all food that is produced for human consumption is wasted⁴. Although it happens across the entire food supply chain, 53% of all food waste in Europe occurs within consumers’ households⁵. This is mainly due to the lack of ‘good food habits’ as a result of several conflicting goals.

On the one hand consumers are willing to reduce their food waste because it is a pure waste of money, ethically wrong and because they feel ashamed or guilty when doing it⁶. On the other hand, consumers waste food because they strive for convenience, want to be good providers by making sure there is enough to eat and want to be prepared for uncertainties such as working overtime or unexpected dinner guests⁷.

Eetkaartjes provides the solution by being convenient but also the right choice. Based on results from the testing phase it was concluded that through better organization, several of the previously lacking ‘good food habits’ improved. This ultimately resulted in less food being wasted.