

Table 1a: Mean and Standard deviations of fruit waste, in grams

Week	Mean	SD
1	172.9	273.7
2	177.6	332.4
3	141.7	272.5
4	156.1	279.0
5	114.9	211.4
6	118.0	221.1

Table 1b: Mean and Standard deviations of vegetable waste, in grams

Week	Mean	SD
1	239.5	352.7
2	261.0	394.3
3	237.4	434.3
4	183.8	300.3
5	220.8	406.8
6	186.3	271.3

Table 1a and b shows the means for both types of produce. It can be noted that both had a reduction in waste when looking over the 6-week period. However, only for fruit was the reduction significant.

Table 2: Group comparisons across the main and follow on study for attitude measures

Attitude	Stance against		Neutral		Care about	
	<i>Follow on study</i>	<i>Main study</i>	<i>Follow on study</i>	<i>Main study</i>	<i>Follow on study</i>	<i>Main study</i>
Environment	42	25	47	55	11	20
Ethics	89	30	9	49	2	21
Purchasing behaviours	36	40	53	34	11	26
Preparation	9	13	37	26	54	61
Not influenced by expiration date	16	1	29	38	55	61

From the table it can be noted participants attitudes in the follow-on study was varied, this was also the case at the onset of the main study. Specifically, there were a large proportion of people that cared about preparation (54%) and were not influenced by expiration dates (55%).

As these number were also high in the main study, it supports the idea that our original sample groups, even though they had a large representation of participants that cared, is representative of the wider population. Mostly, the attitudes measured in this additional study is like those in the main study, except for ethics.

Figure 1: Visual mapping of where in the UK participants lived

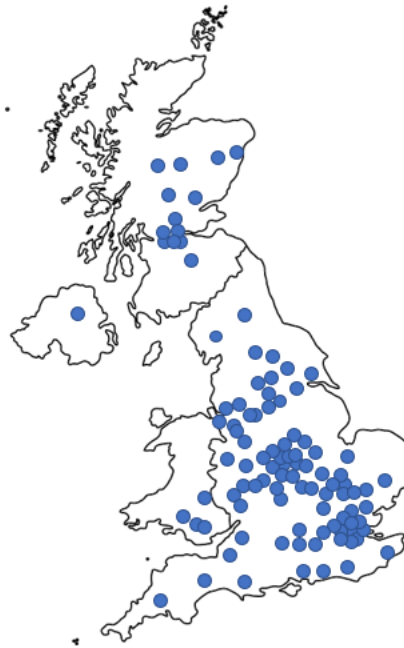


Table 3: Demographic data for the participants

Condition		Diary control (n = 40)	Diary intervention (n = 40)	Log control (n = 39)	Log intervention (n = 35)
Age Mean (SD)		44.3 (16.1) range 22-81	42.4 (12.1) range 21-72	41.9 (13.8) Range 19-77	39.3 (11.3) Range 19-60
Gender	Male	7	2	8	3
	Female	33	38	31	32
Relationship status	Single	10	8	9	8
	Married no kids	4	9	8	5
	Married with kids	12	12	16	16
	In relationship no kids	7	4	3	3
	In relationship with kids	6	3	3	3
	Other	1	4	0	0
Income	Unemployed	2	7	5	4
	< £15,000	6	8	16	6
	£15,000 - £34,999	22	7	10	13
	£35,000 - £54,999	4	10	3	9
	£55,000 – £74,999	6	5	1	2
	> £75,000	0	3	4	1
No. of people in household	Just me	8	6	6	6
	2	12	17	13	12
	3	10	9	5	7
	4	9	6	12	8
	5 or more	1	2	3	2
Education	Secondary	8	5	7	7
	University degree	17	21	22	15

	Post-graduate	15	14	10	13
Area of residence	Countryside	2	0	2	2
	Village	10	14	12	5
	Town	15	12	14	14
	City	13	13	11	14
Does most of the cooking	Yes	39	36	34	32
	No	1	4	5	3
Does most of the shopping	Yes	37	37	38	34
	No	3	3	1	1

n = Number of participants, SD = Standard deviation

Figure 2: Purchase log



**Good After
Best Before**



Date Before Plate












Week __, 202__

Fresh Fruit and Veggies Purchase Log

Is there a date?

Yes No

By what date do you need to eat it?

Mon Tue Wed Thu Fri Sat Sun

Was it fully consumed?

Yes No

What is the item?	Use By	Best Before	No	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Yes	No
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Figure 3: Food diary

					
Good After Best Before Fresh Fruit and Veggies Waste Diary		How much was thrown away?	Why was it thrown away?	Where was it thrown away?	What meal was it?
W30	What was the item?				
Mon 26-Jul					
Tue 27-Jul					
Wed 28-Jul					
Thu 29-Jul					
Fri 30-Jul					
Sat 31-Jul					
Sun 01-Aug					

Figure 4: Food waste log

					
Good After Best Before Fresh Fruit and Veggies Waste Log		How much was thrown away?	Why was it thrown away?	Where was it thrown away?	What meal was it?
W	What was the item?				
Fruit					
Veggies					