
Food Labeling Project (Swag Bags)



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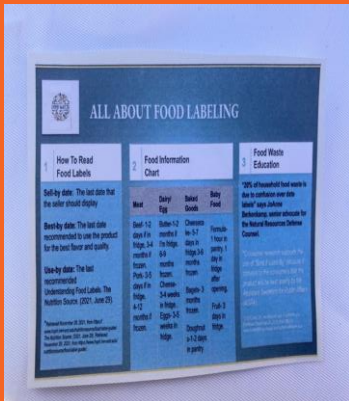
Food Labeling Importance



Too much waste being produced from people not knowing how to read labels, and not knowing the difference between “best used by”, “used by”, and “sell by”.

- **Sell-by date:** The last date the seller should display the product on shelves for purchase.
- **Best-by date:** The last date recommended to use the product for best flavor and quality.
- **Use-by date:** The last date recommended to use the product for peak freshness; this date is important for highly perishable products like fresh meats, milk, poultry, and salad blends as their quality can quickly deteriorate beyond the use-by date.

Our Plan- To reduce food waste by educating ASU students by educating them about food labels and how to distinguish between the different titles.



Swag bags and Informational cards

- We chose to hand out tote bags so that students can use it for their groceries after learning about food labeling . These tote bags can help them remember to look a food labels closer. The Informational cards were inside the tote bags to help spread the education to our campus.
- The informational cards included how to read food labels, a chart of when certain foods go bad

ALL ABOUT FOOD LABELING

1 How To Read Food Labels

Sell-by date: The last date that the seller should display

Best-by date: The last date recommended to use the product for the best flavor and quality.

Use-by date: The last recommended Understanding Food Labels. The Nutrition Source. (2021, June 29).

*Revised November 28, 2021, from <https://www.fda.gov/oc/ohrt/understanding-food-label-guides/>. The Nutrition Source. (2021, June 29). Retrieved November 28, 2021, from <https://www.nutritionsource.harvard.edu/nutritionsource/food-label-guides/>

2 Food Information Chart

Meat	Dairy/Egg	Baked Goods	Baby Food
Beef- 1-2 days if in fridge, 3-4 months if frozen. Pork- 3-5 days if in fridge, 4-12 months if frozen.	Butter- 1-2 months if in fridge, 6-9 months frozen. Cheese- 3-4 weeks in fridge. Eggs- 3-5 weeks in fridge.	Cheesecake- 5-7 days in fridge 3-6 months frozen. Bagels- 3 months frozen. Doughnut s- 1-2 days in pantry	Formula- 1 hour in pantry, 1 day in fridge after opening. Fruit- 3 days in fridge.

3 Food Waste Education

"20% of household food waste is due to confusion over date labels" says JoAnne Berkenkamp, senior advocate for the Natural Resources Defense Council.

"Consumer research supports the use of 'Best if Used By' because it conveys to the consumers that the product will be best quality by the Assistant Secretary for Public Affairs (ASPA).

1,2020, July 30. FoodWaste.org. FoodWaste.org. Retrieved November 28, 2021. Visit <https://www.foodwaste.org/food-waste-reducer-app>



How we educated our campus

Our group set out to the MU to make our difference.

We talked face to face with our community to hand them their bags and receive their surveys.

Interacting with all of our students was an easy way to educate about food labels.



1st Survey Data

-61% of the people believe they have more than enough understanding about food waste.

-71% of people that took the food label survey believes that food labels are difficult to understand.

Self education:

Yes - 36%

Somewhat - 45%

No - 20%

Want a Free Tote Bag?
Help us with our food waste research!

* Required

1. Enter your ASU email *
[redacted]@asu.edu

2. On a scale of 1-10, how much do you know about food waste?
Mark only one oval.

1 2 3 4 5 6 7 8 9 10
Nothing at all A lot about it

3. Do you throw away your food on the date marked on it?
Mark only one oval.

Yes, always.
 No, just when it looks bad.
 I just throw it away when I feel it has gone bad.
 I don't know.

4. Do you believe food labels can be hard to understand or read?
Mark only one oval.

Yes
 No

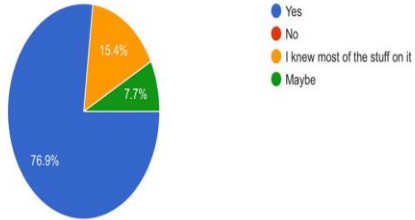
5. Have you tried to educate yourself on when food has gone bad?
Mark only one oval.

Yes
 Somewhat
 Not really

Our Results for 2nd Survey

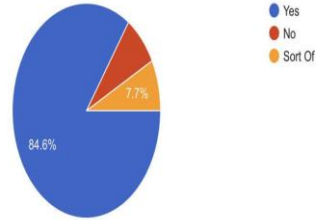
Did you learn something from our informational cards?

13 responses



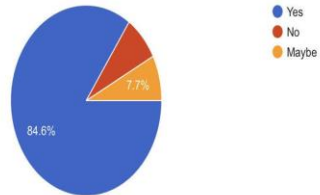
Did our informational cards make it easier to read the dates?

13 responses



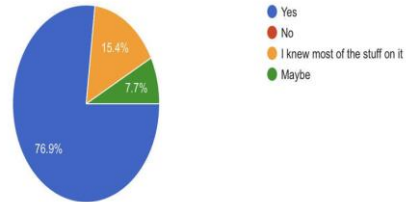
Do you believe you will be more aware about your food labels?

13 responses



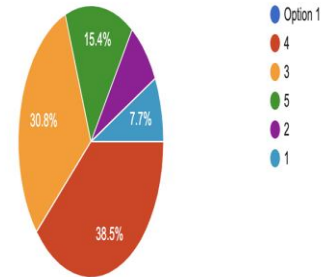
Did you learn something from our informational cards?

13 responses



After reading our cards, how likely are you to consume your food past the sell by date?

13 responses



Complications



There were many bumps in the road for our project.

Communication was a big problem that we and had to learn along the way.

Receiving all of our material was a tedious and stressful process.

We had concerns about how many surveys we would get back. Would the sample size of data be enough. It was very hard to want to get people to reply to our survey.

Summary: Goal's we reached during this project.

- What role do you see yourself playing in the current food system? Reflect on the actions you can take individually or collectively to transform our food system.



Survey Question???

Have you tried to educate yourself on food going bad?

The goal we reached from this project is educating people about the difference between the sell by date, best by date, and use by date. In addition, which demographic of people cause the most waste due to food labeling.

Thank You!
