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.
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%
Our Results for 2nd Survey

Did you learn something from our informational cards?
13 responses
- Yes: 76.9%
- No: 7.7%
- I knew most of the stuff on it: 7.7%
- Maybe: 3.4%

Did our informational cards make it easier to read the dates?
13 responses
- Yes: 84.6%
- No: 7.7%
- Sort of: 7.7%

Do you believe you will be more aware about your food labels?
13 responses
- Yes: 84.6%
- No: 7.7%
- Maybe: 7.7%

Did you learn something from our informational cards?
13 responses
- Yes: 76.9%
- No: 7.7%
- I knew most of the stuff on it: 7.7%
- Maybe: 3.4%

After reading our cards, how likely are you to consume your food past the sell by date?
13 responses
- Option 1: 38.5%
- Option 2: 30.8%
- Option 3: 15.4%
- Option 4: 7.7%
- Option 5: 7.7%
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!