

ROMANIAN CONSUMER PROFILE ON FOOD WASTE BEHAVIOUR

Sorin Iorga^{1,2)}, Nastasia Belc²⁾, Claudia Mosoiu²⁾, Livia Apostol²⁾, Oana Niculae²⁾

¹⁾ *University of Agronomic Sciences and Veterinary Medicine of Bucharest, 59 Mărăști Blvd., Bucharest, Romania*

²⁾ *National Research and Development Institute for Food Bioresources, 6 Dinu Vintila Street, District 2, 021102, Bucharest, Romania, Phone: +031.620.58.33, Fax: +4031.620.58.34*

Over 60% of the food waste and food loss in European households is considered to be 'avoidable'. 20% of these have a reuse potential. All this considering that the households' losses are the most expensive, meaning production, marketing and home processing costs.

The food waste issue became more and more relevant to Romanian market, since the 2013, when Agriculture and Food Ministry together with Environmental Ministry decided to create an extended working group, of public administrative experts, research, industry and other interested stakeholders from civic environment.

In respect to this, the authors present a national market research on Romanian consumer behavior toward foodwaste and food loss.

The research considered the urban population, as main generator of food waste or food loss, based on common knowledge that Romanian rural households are generally operating on self-sufficiency principles, reusing almost all food disposal on animal feed.

The research was conducted on a sample group of over 902 respondents, randomly selected, geographically and on city size basis structured.

Over 153 cities in Romania were included in research.

The method of investigation: CATI – Computer Assisted Telephone Interview

The error margin of the research: +/- 3,3%, $\sigma = 0,05$.

The results conducted to a median level of food waste of 10,4%, and a 0,83 kg/week/household, placing Romania on a median scale of foodwaste in UE. The results are coherent to the economical development of the country.

Key words: food waste, food loss, consumer profile, Romania