

Avoid food waste, address food poverty

As part of the WIs campaign on food waste and poverty, the NFWI is asking WIs to visit their local supermarket in order to assess various supermarket practices against a set of criteria. By doing this, we hope to get a clear vision of the extent to which supermarkets are promoting practices which potentially impact on food waste at household level and, to a lesser extent, producer level.

In order to do this, we would like to ask your WI (or a representative from your WI) to:

- Visit one supermarket of your choice
- Look at a range of pre-packed products in the fruit and veg, meat and fish, egg and dairy aisles of the supermarket
- Look at five branded items of your choice which have a longer shelf life but become perishable once opened, and compare them with the equivalent supermarket own-brand items
- Assess the above items against a set of criteria outlined below
- Send your results back to the NFWI.

Please send your paper copy to Mary Roberts, NFWI, 104 New Kings Road, London, SW6 4LY or a scanned copy by email to m.roberts@nfwl.org.uk

If you would prefer to submit the survey online, you can transpose your results into SurveyMonkey. Please contact Mary on m.roberts@nfwl.org.uk for the link.

Please return the survey to the NFWI by no later than 1st November 2016.

Thank you for your assistance.

Background information

1. What is the name of your WI: _____
2. Which of the following supermarkets did you visit? (please circle)
Tesco | Sainsbury's | Waitrose | Asda | Morrison's | The Co-op | Lidl | Aldi | Iceland | Marks and Spencer's | Booths | Other (free text) _____
3. And in which town was it? _____
4. Was it a 'convenience' supermarket (e.g. a Tesco Metro/Express, Sainsbury's Local) or a superstore? _____
5. What date and time did you visit? _____

Fruit and veg

Please look at the pre-packed fresh fruit and vegetables section of your supermarket.

1. Did you see any of the following offers?
 - a) Buy one get one free:
Yes No
 - b) Three for the price of two:
Yes No
 - c) Two for £X (e.g. two for £4 on strawberries):
Yes No
 - d) Price reductions (e.g. 50p / 25% off / save 1/3):
Yes No
 - e) Other (please state what the offer was):

If yes for any of the above, please state what the offers were, and for which products in the box below:

2. Did you see a 'wonky' or 'imperfect' fruit and veg range sold in your supermarket?

Yes

No

If yes, was this prominently displayed and easy to find, and which products did they carry in the range?

3. Did you see a 'value' or similar fruit and veg range sold in your supermarket?

Yes

No

If yes, was this prominently displayed and easy to find, and which products did they carry in the range?

Meat and fish

Please look at the pre-packed, uncooked fresh meat and fish section of your supermarket.

4. Did you see any of the following offers?
- a) Buy one get one free
Yes No

 - b) Three for the price of two
Yes No

 - c) Two for £X (e.g. two for £5 on sausages)
Yes No

 - d) Price reductions (e.g. 50p / 25% off / save 1/3)
Yes No

 - e) Other (please state what the offer was)

If yes for any of the above, please state what the offers were, and for which products in the box below:

5. Did you see any packaging that enables you to split that product into individual portion sizes and store the rest to use later?

Yes No

If yes, for which products, and what was the packaging?

Egg and dairy

Please look at the pre-packed egg, cheese and dairy section of your supermarket.

6. Did you see any of the following offers?

a) Buy one get one free

Yes No

b) Three for the price of two

Yes No

c) Two for £X (e.g. two for £1.50 on yoghurts)

Yes No

d) Price reductions (e.g. 50p / 25% off / save 1/3)

Yes No

e) Other (please state what the offer was)

If yes for any of the above, please state what the offers were, and for which products in the box below:

7. Did you see any packaging that helps consumers to prolong the life of the product (e.g. cheese in re-sealable packaging)?

If yes, for which products, and what was the packaging?

'Once opened' instructions on packaging

Please choose at random five branded products and five equivalent own-branded products (for example for 'product 1' you might look at a tin of Heinz baked beans and a tin of Tesco own-brand baked beans, for 'product 2' you might look at a jar of Hellmans mayonnaise and a jar of Sainsbury's own-brand mayonnaise, for 'product 3' you might look at a packet of Uearthed honey roasted sliced ham and a packet of Waitrose honey roasted sliced ham, for 'product 4' you might look at a bottle of Innocent freshly squeezed orange juice and a bottle of Asda freshly squeezed orange juice etc). Please look at these items and tell us how the 'once opened consume within x days / weeks' instructions on the labelling on the branded product compares with the labelling on the own-brand product.

Product 1.

1.a) Which branded product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

1.b) Which equivalent own-brand product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

Product 2.

2.a) Which branded product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

2.b) Which equivalent own-brand product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed?

Product 3.

3.a) Which branded product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

3.b) Which equivalent own-brand product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

Product 4.

4.a) Which branded product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

4.b) Which equivalent own-brand product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

Product 5.

5.a) Which branded product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____

5.b) Which equivalent own-brand product did you look at? _____

- Did it have 'once opened' instructions on the product?

Yes No

- If yes, within how many days / weeks did it say that product should be consumed? _____