

Spreco e consumatori

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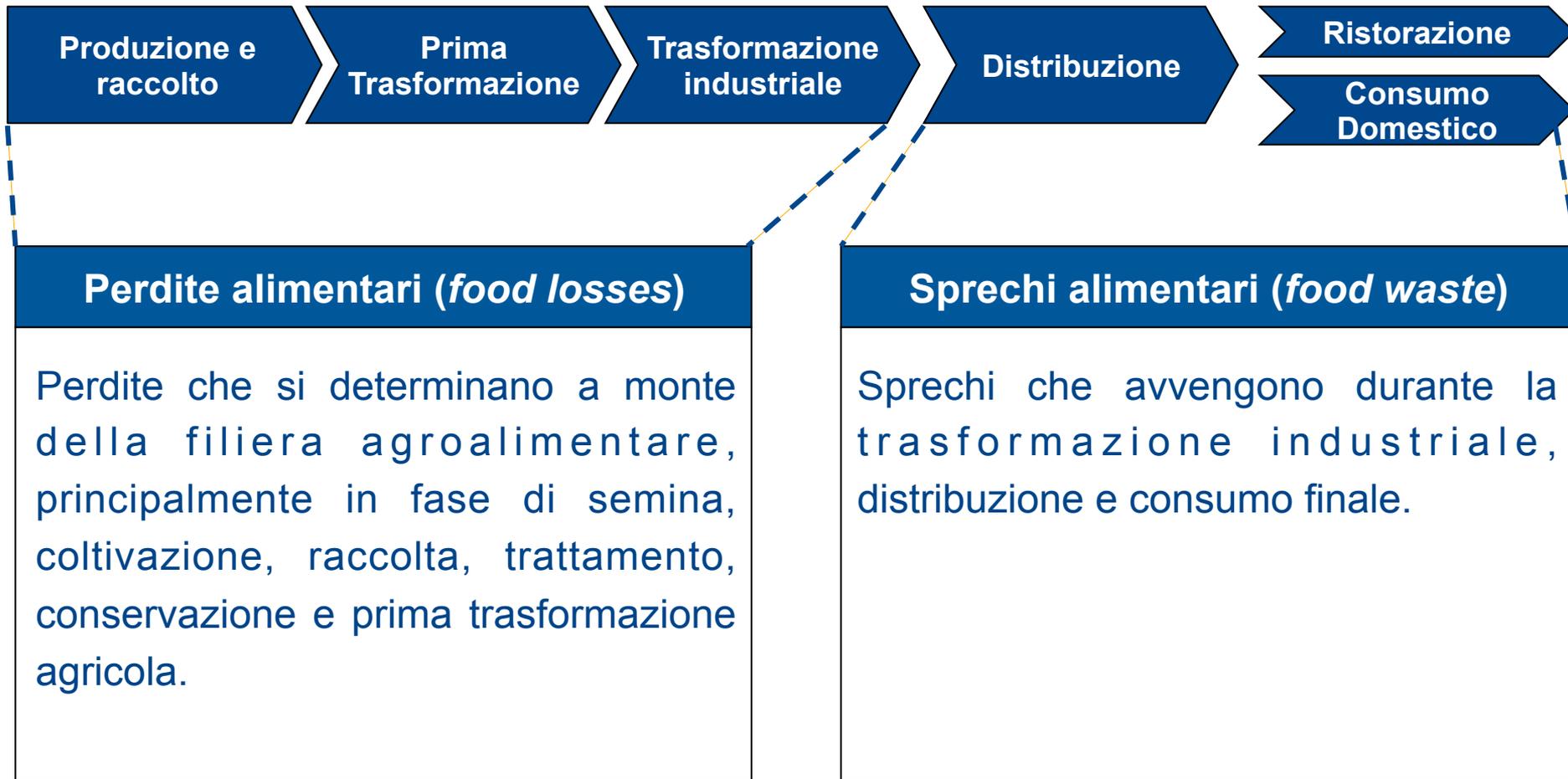


Un vecchio problema...

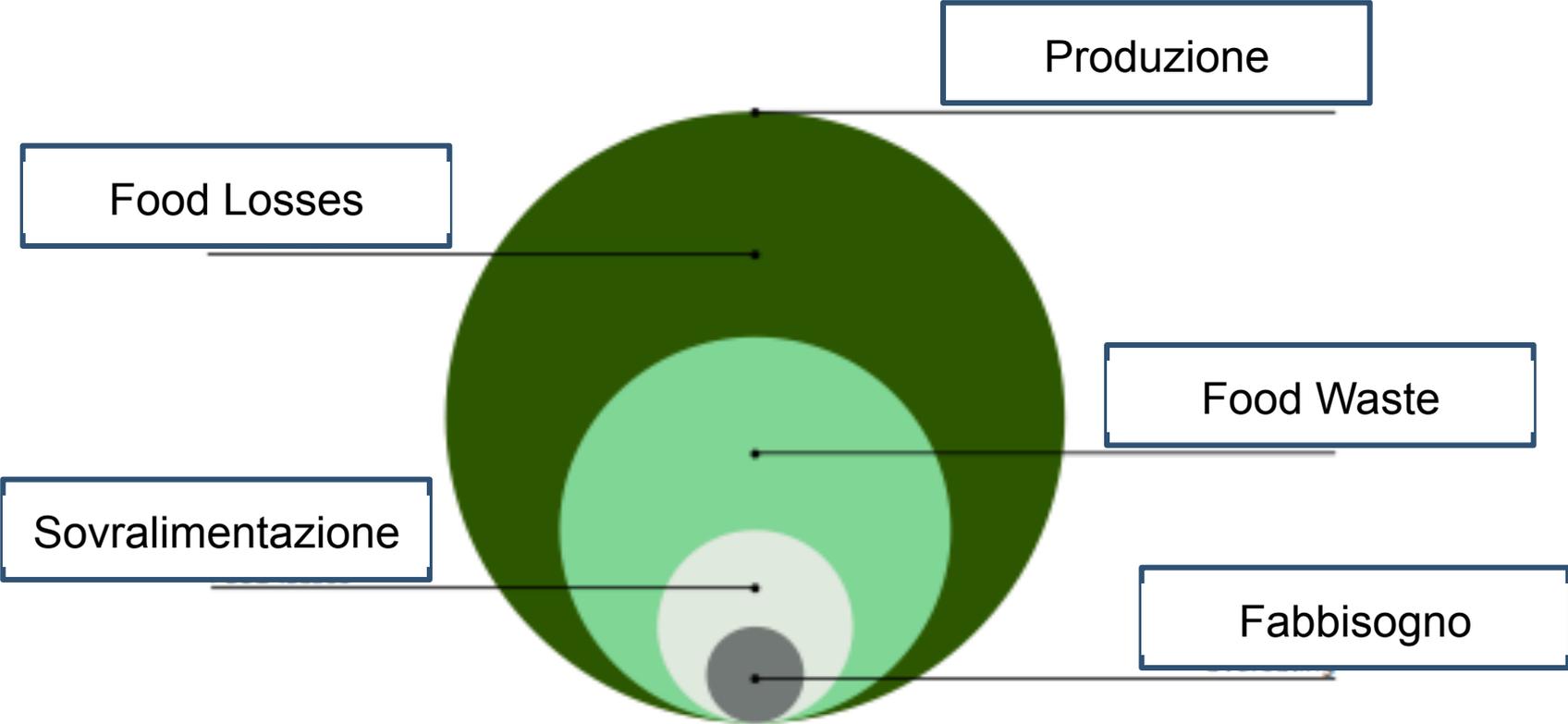
..più che dalle cose che ogni giorno vengono fabbricate vendute comprate, l'opulenza di Leonia si misura dalle cose che ogni giorno vengono buttate via per far posto alle nuove...

- Italo Calvino, *Le Città invisibili* 1972

Dove si spreca...



Perdite, sprechi, e sovralimentazione



Dove si spreca...

Paesi industrializzati

Paesi in via di sviluppo



Le cause...

- Mancanza infrastrutture
- Scarsità acqua
- Surplus
- Standard e leggi



- Scarsità infrastrutture per la lavorazione



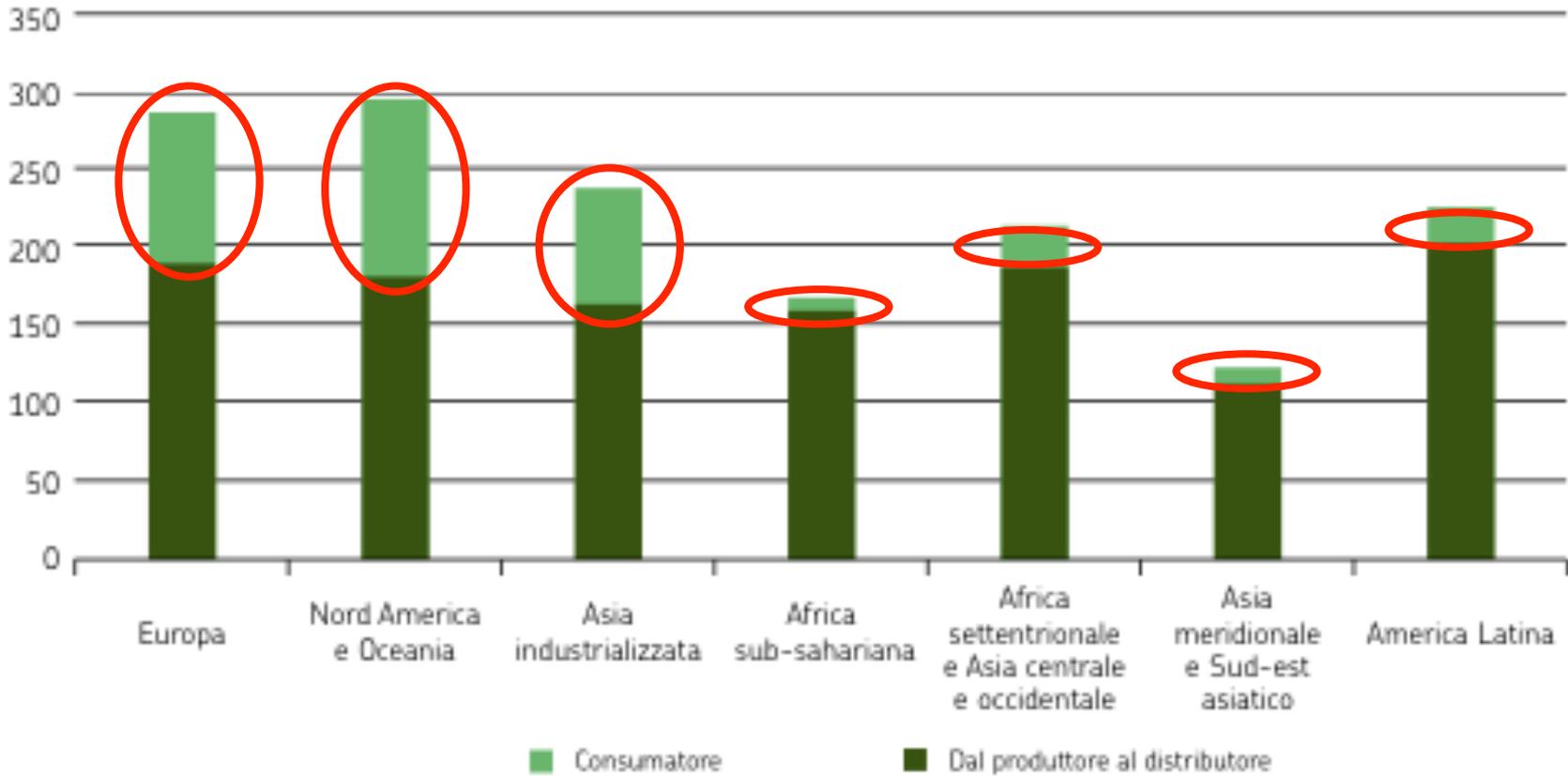
- Scarsa distribuzione
- Errori negli ordini
- Scarso packaging
- Scarso marketing



- Acquisti eccessivi
- Porzioni abbondanti
- Etichette poco chiare
- Errata conservazione



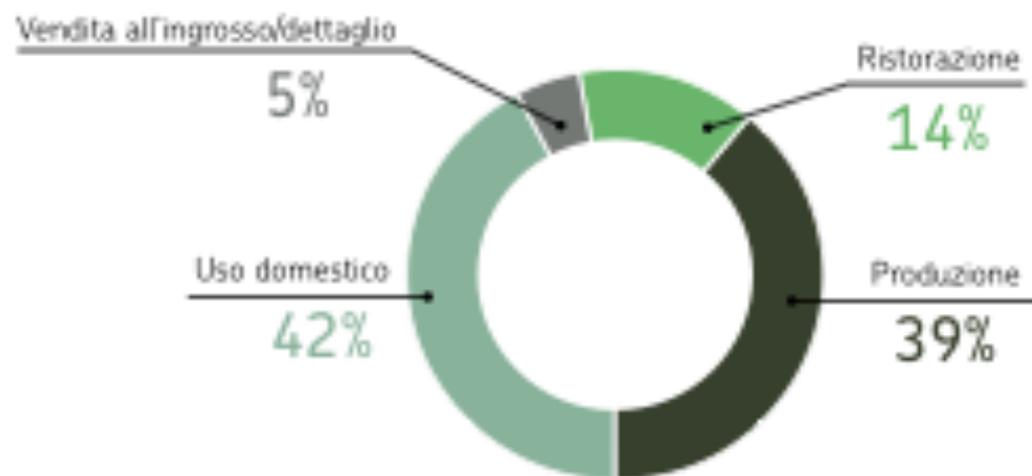
Dove si spreca...



Fonte: elaborazione BCFN su dati FAO, 2011.

(kg/anno)

Stima degli sprechi alimentari per settore



Fonte: elaborazione BCFN da DG Environment, Commissione Europea, 2010.

Quanto si spreca...

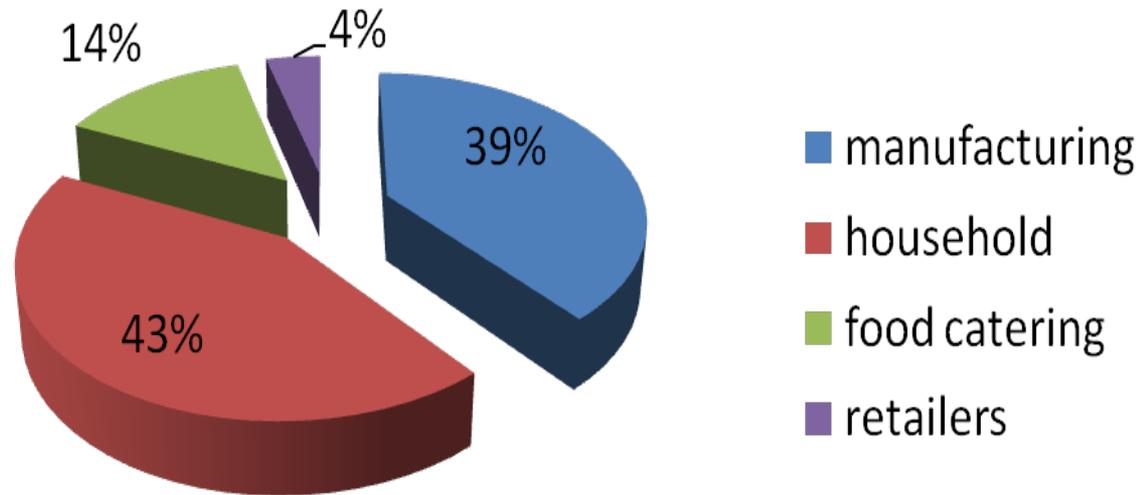
- **1.3 billion tons** is the annual global food waste = 1/3 of the total food production intended for human consumption (FAO, 2011).
- If we take account not only of losses and waste, but also the conversion of food production into animal feed, **only 43%** of the products cultivated for food purposes worldwide is directly consumed by humans (Smil 2010)
- US** = 30% of the food intended for human consumption is wasted every year (USDA, 2007)
- EU** = food wasted annually is 89 million tons or 179 kg per capita – not taking account of the losses during the production and harvesting stages (Eurostat, 2006)

Quanto si spreca...



Sprechi alimentari pro capite in Europa (kg/anno)

Quanto si spreca...



The total amount of food waste the EU 27 is estimated at 89 Mt, i.e. 179 kg/capita/year (Biointelligence Service, DG ENV)

Households produce the largest fraction of EU food waste. 43% of the total or about 38Mt (76kg per capita).

FOOD WASTE IN THE EU 27

Quanto si spreca...

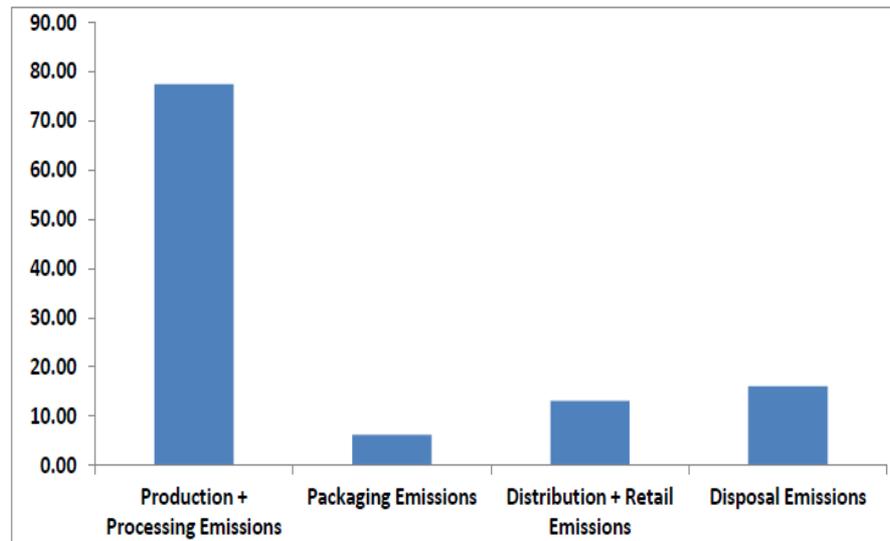
57% di frutta e vegetali si butta

43% si mangia



Gli impatti ambientali...

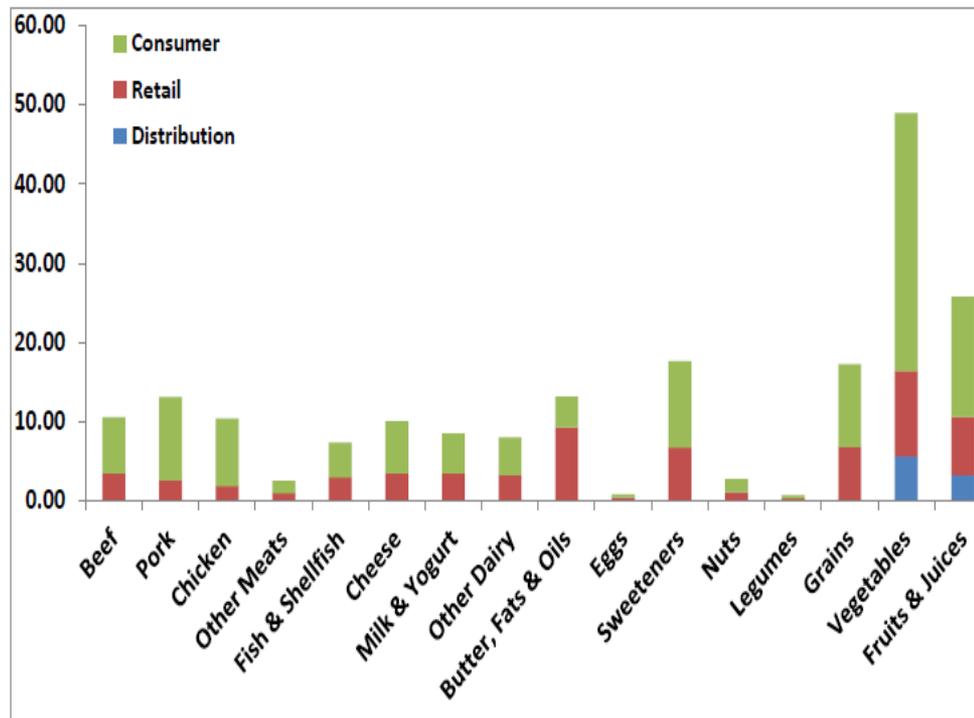
Emissioni totali di gas serra dovute agli sprechi alimentari negli Stati Uniti nel 2009 (mln tonnellate di CO2 equivalente per anno)



CO2; Soil erosion; Water waste; Energy waste

Gli impatti economici...

Impatto economico dello spreco negli Stati Uniti valutato secondo il prezzo di mercato dei beni (miliardi di dollari)



Loss of value in the wasted food; Negative externalities;
Cost- opportunity of agricultural land

Impatto economico in Italia...

Italy: 20 million tons of food is wasted from the field to the retailers (= 3.502.735.191 = 0,23% of GDP (LMM 2011))

Daily caloric availability for every Italian is about 3,700 kcal (-surplus of 1,700 kcal).

agricultural production that remained in the fields, amounting to 3.25% of the total (17,700,586 tons)

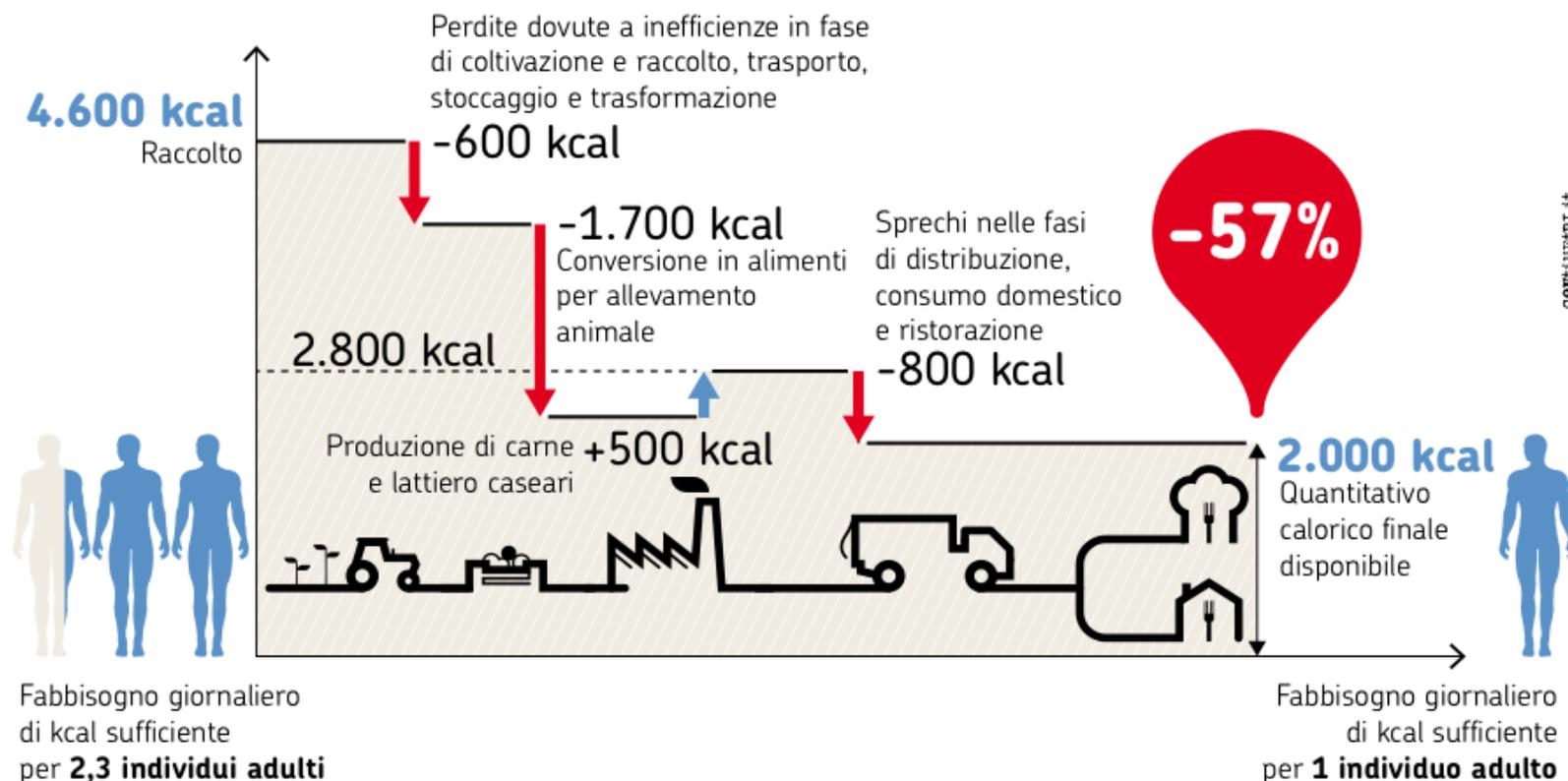
ECONOMIC WASTE IN AGRICULTURE	ECONOMIC WASTE IN FOOD INDUSTRY	ECONOMIC WASTE IN DISTRIBUTION	ECONOMIC WASTE In the food supply chain
10 bilion euro	1 bilion euro	1,5 bilion euro	12,6 bilion euro

Impatto sociale...

DISPERSIONE DI CALORIE DISPONIBILI DAL CAMPO ALLA TAVOLA

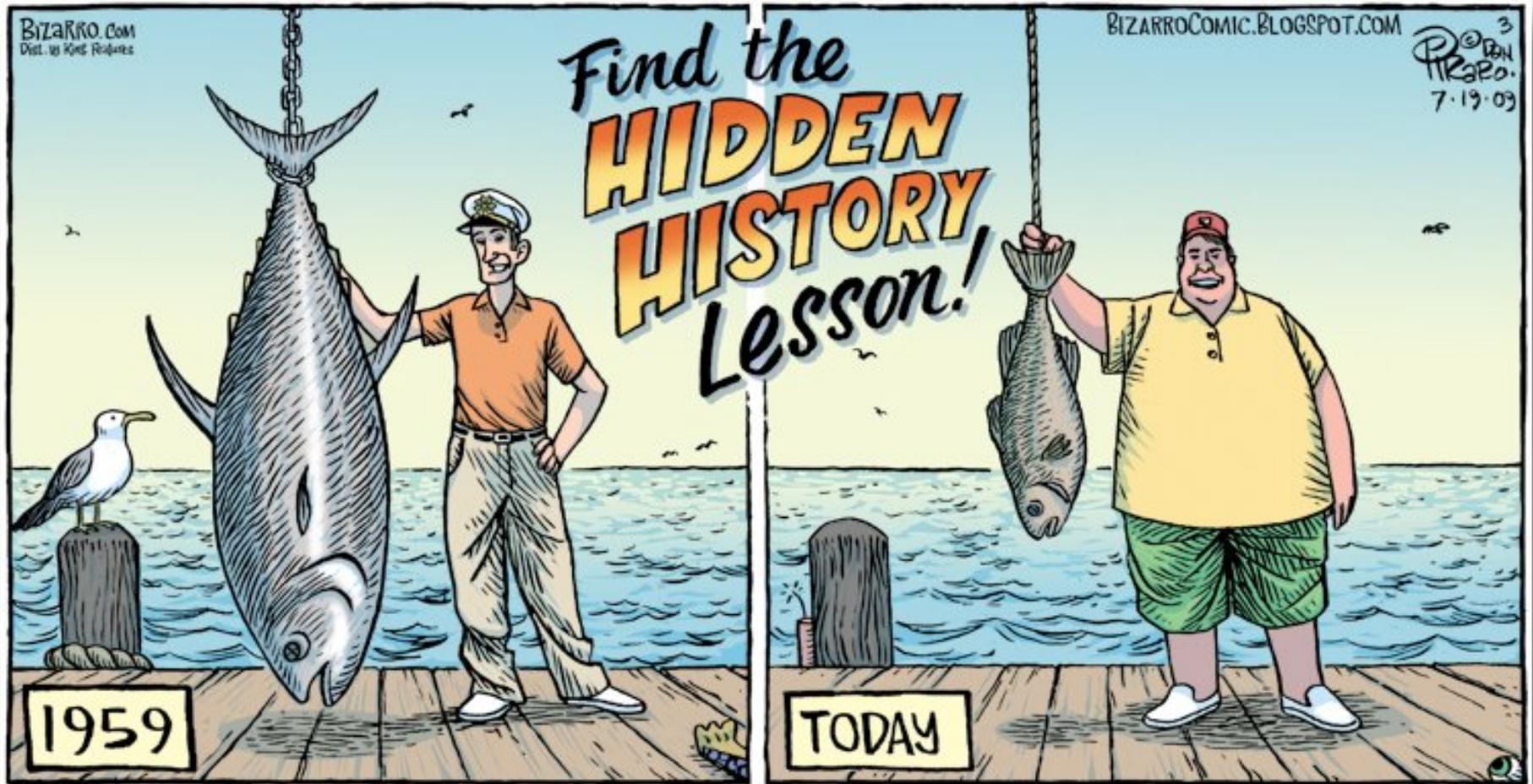
Elaborazione BCFN del *diagramma di Smil*

Stima delle perdite e degli sprechi alimentari lungo l'intera filiera (kcal pro-capite giornaliera)



Dati Mondiali

Gli impatti sociali...

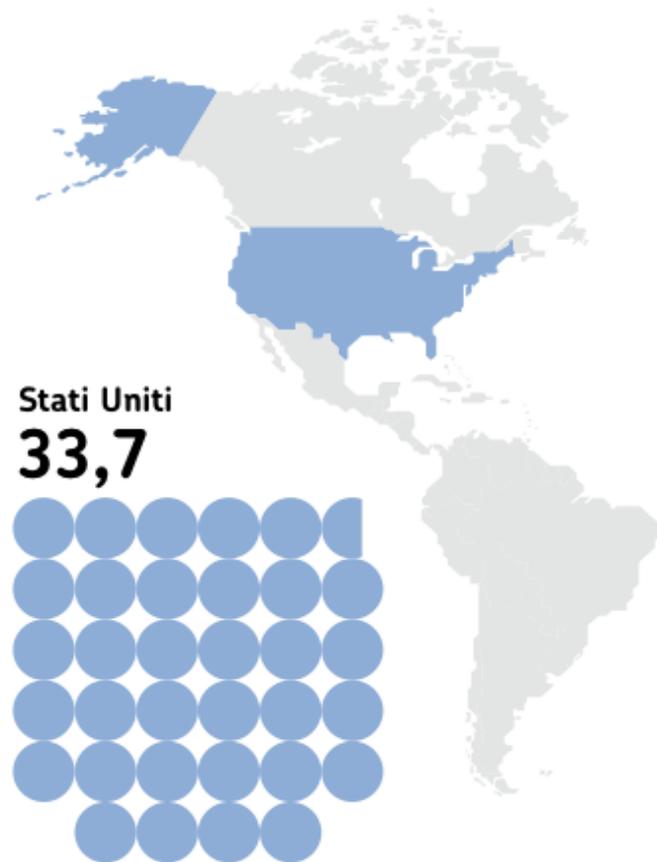


- **Accesso al cibo vs. eccesso di cibo**
- **Eccessiva nutrizione per i Paesi sviluppati: obesità, diabete, ecc.**

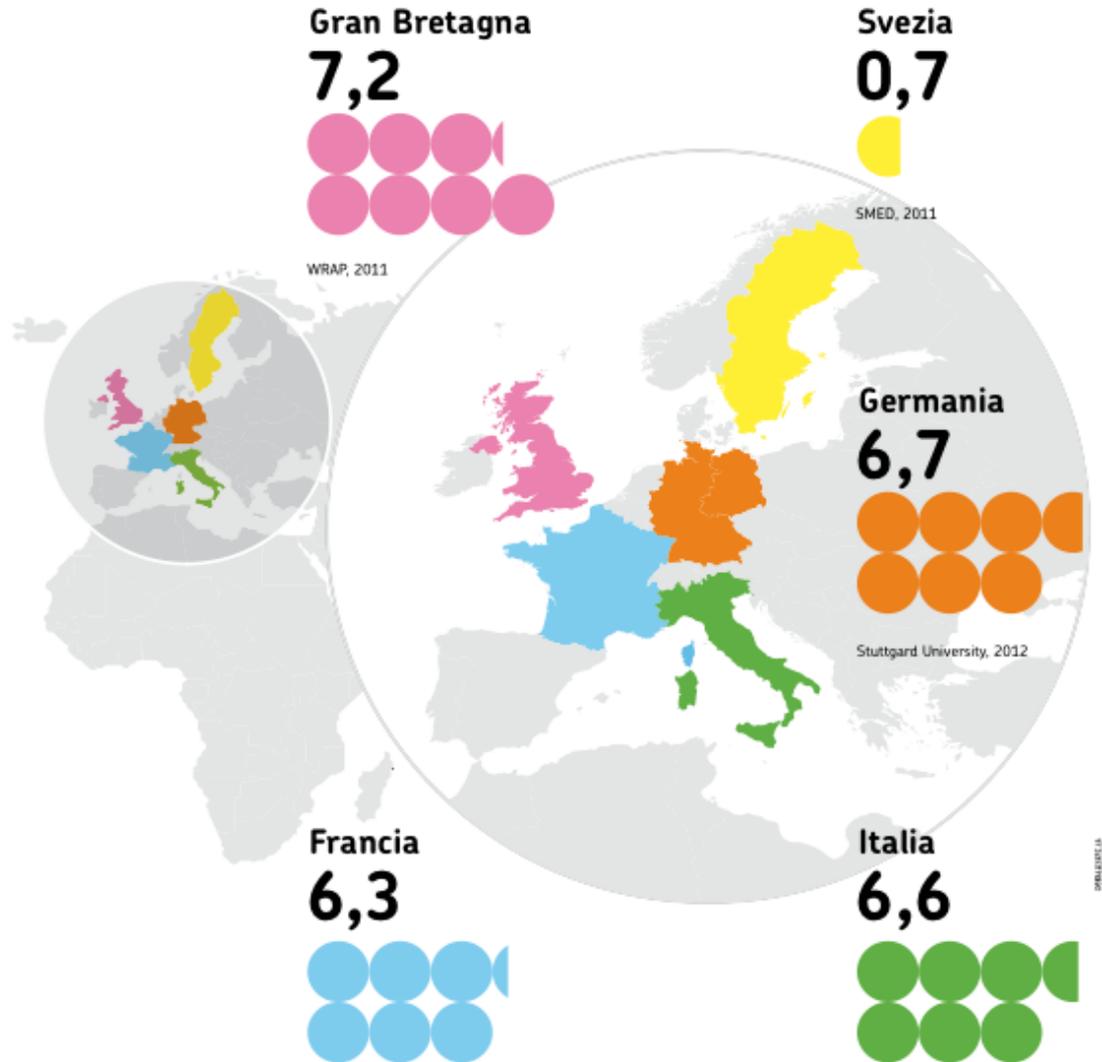
In casa...

LO SPRECO DOMESTICO: CONFRONTO GENERALE

Valore assoluto (milioni di tonnellate)



Venkat, 2011



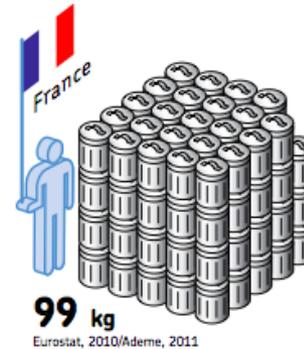
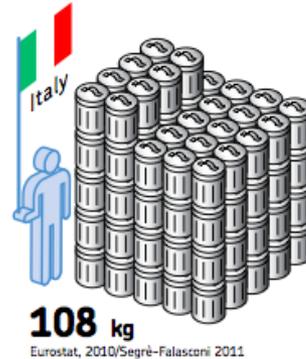
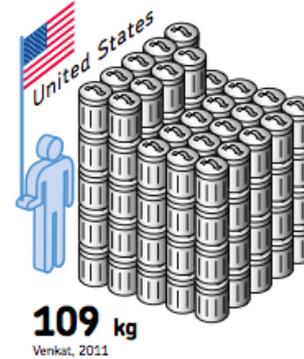
Eurostat, 2010/Ademe, 2011

Eurostat, 2010/Segrè-Falascini 2011

ORFEDUE/CA

Sprechi alimentari pro-capite a livello di consumo domestico

PER CAPITA FOOD WASTE: GENERAL COMPARISON



Spreco domestico in Italia

	2008	2009	2010
Annual Waste per Family (€)	561	515	454
Fresh Products	39%	37%	35%
Bread	19%	19%	19%
Fruit and Vegetables	17%	17%	16%
Sliced Food	10%	9%	10%
Packaged Food	6%	8%	10%
Pasta	4%	4%	4%
Canned Food	3%	3%	3%
Frozen Food	2%	3%	3%

Gli atteggiamenti di consumo



Più è meglio...



2,970 mt



3,546 mt

Più conviene...



Più piace...



50 gr



250 gr



250 cc



330 cc



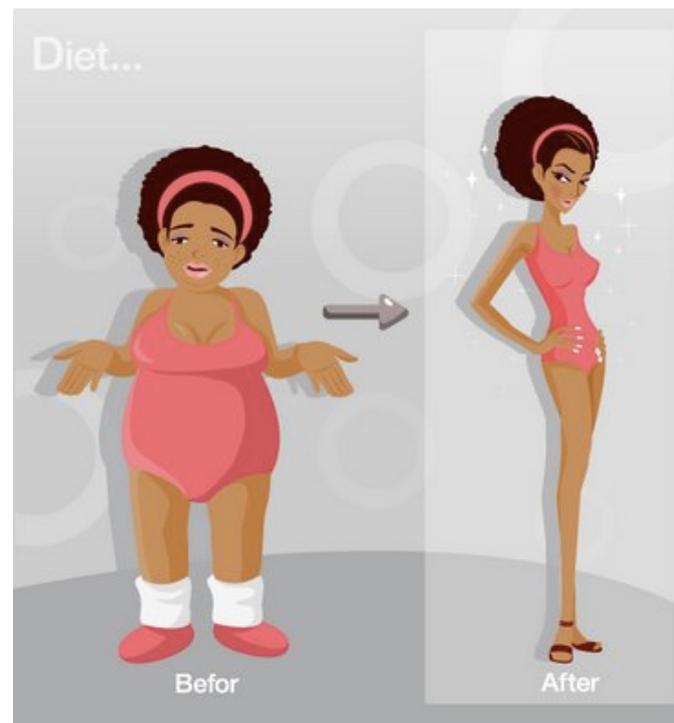
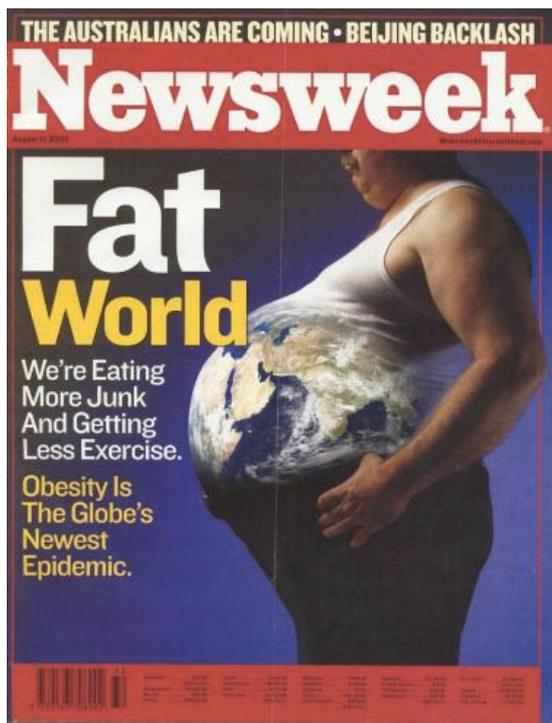
44 grammi



99 grammi

MAGNUM

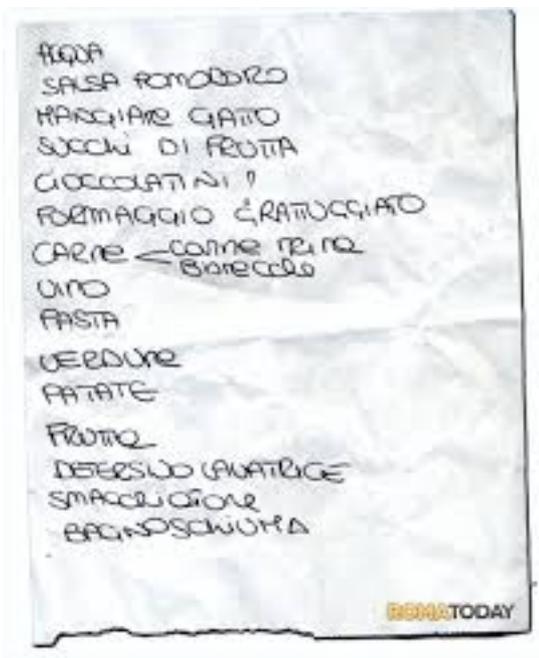
Meglio nella pattumiera che sui miei fianchi...



All'iper la carne te la tirano dietro...



Era in promozione...



Farà male?



Iniziative (1/2)

DISTRIBUZIONE

12

RIDURRE, RIUTILIZZARE E RICICLARE IL CIBO

7

GRANDI RETAILER

7

9

CAMPAGNE DI SENSIBILIZZAZIONE

2

ALIMENTI AVANZATI A PREZZI SCONTATI

3

RISTORAZIONE COLLETTIVA

Iniziativa (2/2)

SETTORE AGRICOLO



CITY SLICKER FARMS

2

INIZIATIVE
INDIVIDUALI



2

INIZIATIVE
COMMERCIALI



1

Le sette raccomandazioni della Fondazione BCFN

- 1) **Common definitions and metrics**
- 2) **Understanding the causes**
- 3) **Reducing in order to recover less**
- 4) **(Re)use.** Launching initiatives to recover the waste still not eliminated, by distribution to disadvantaged persons, use as animal feed or, as a last resort, for producing bioenergy.
- 5) **A political priority.** Managing the reduction of waste at an institutional level
- 6) **Cooperating to save.** Developing supply chain agreements between farmers, producers, and distributors for more appropriate planning of food supply.
- 7) **Information for education.** Raising consumer awareness