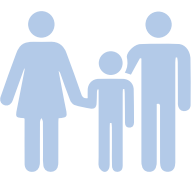


What's going to waste



PER HOUSEHOLD

From consumer survey,

\$258

worth of food is wasted per household annually

This equates to

52*

plates of nasi lemak per household each year



ACROSS SINGAPORE

Value of food wasted amounts to

\$342 million

each year



This equates to

68,400,000*

plates of nasi lemak across all households in Singapore



NOTE: *Assumes retail price of nasi lemak at \$5 per plate



One-third of respondents throw away more than 10% of food weekly



1 in 5 are smart consumers as they do not throw away food



Efficient/smart planners often make a list of items they would buy prior to a shopping trip



Smart shoppers do not get swayed by promotional offers, and always end up consuming all the items purchased.



Organised planners shop frequently, while not throwing away any food.