P91 (continued)

Objective: Is your favorite grocery store making you fat? Using principles of behavioral economics and psychology, 100 changes were identified as actions grocers could take to make it easier for shoppers to make healthier shopping decisions. This research examines if such a scorecard could be reliably used by shoppers or grocers to determine whether a grocery store is helping its shoppers shop healthy.

Design, Setting and Participants: Ten untrained coders were given 100-point scorecards and asked to score a large grocery store in a small city. They then received a brief 15-minute training and they scored a second grocery store in the same city.

Outcome Measures and Analysis: Inner-rater reliability pre-training versus post training.

Results: Inner-rater reliability was respectably high among the ten coders when they scored the first store ($\alpha = .88$). Though consistent disagreements were few, they were usually the result of an unknown term (such as point “point-of-purchase sign”). After resolving disagreements and after a short 15 minute training, the reliability in the second store increased to $\alpha = .93$.

Conclusions and Implications: Grocer retailer scorecards can be a reliable way to for both consumers and grocers to rate how successful the grocery store is being in helping you shop healthy. A consumer, manager, or grocery staffer with little training can confidently use such scorecards to rate stores to determine whether they are making it easier or harder for them to shop in a healthy way.

Funding: The Convergence Group, Cornell Food and Brand Lab.

P92 Saving Food in Restaurants: Half-Sized Portions Outperform Persuasion on Mitigating Waste

Gustavo Porpino, PhD, foodandbrandlab@cornell.edu, Cornell University, 475 Warren Hall, Ithaca, NY 14853; B. Wansink, PhD; K. Cheek, MS

Objective: The purpose of this study is to identify whether providing the option for half-sized portions or inserting a Save Food® logo in the menu works better to decrease the amount of food wasted in restaurants. While educational focused perspective would suggest that a logo inserted in the upper-right side of the menu might considerably influence consumers, behavioral economics would suggest that subtle strategies can be more effective. We propose that providing diners with the choice of ordering half-sized entrées works better to decrease wasted food than alerting them about the issue through a logo.

Design, Setting and Participants: A lab experiment (2x2 between subjects design) with 74 participants tested whether offering diners the option of ordering half-sized portions or bringing attention to food waste (logo in the menu) would impact the amount of left-

overs (primary dependent variable) or the propensity to ask for a “doggy bag”. Participants, randomly assigned, received one of four menus: full-sized portions with no waste logo, full- and half-sized portions with no logo, full-sized portions with logo, or full- and half-sized portions with logo.

Outcome Measures and Analysis: To test differences among conditions, data were analyzed using a 2 x 2 analysis of variance (ANOVA).

Results: The percentage of leftovers was lower for diners who chose full portions when the menu had no logo, but the option to order half-sized portions. Thus, wasted food tended to be lower, even when a full size portion was ordered, if the menu contained half-sized options.

Conclusions and Implications: Findings reinforce the idea that consumers avoid explicit interventions. Thus, simply raising consumer awareness is not enough to significantly decrease food waste at restaurants. Restaurants might have even higher profit margins if they provide consumers with the option to choose half-sized entrées given that the relative price for this option was higher in the study.

Funding: Cornell Food and Brand Lab.

P93 Wasted Food in Low-Income Households: the Role of Abundance and Affection

Gustavo Porpino, PhD, foodandbrandlab@cornell.edu, Cornell University, 475 Warren Hall, Ithaca, NY 14853; B. Wansink, PhD

Objective: This study aims to identify core factors that lead to wasted food in lower-middle income households.

Design, Setting and Participants: This qualitative study included data gathering via in-depth interviews with 20 mothers in their homes, observations and photos. The sample included ethnically diverse families from four different areas in a Central NY state town.

Outcome Measures and Analysis: Content analysis and grounded theory coding procedures were performed utilizing Atlas.ti software.

Results: It was found that 3 dimensions of food abundance promotes waste: easy availability of food, overcooking, and abundant stock perceived as a security necessity. Additionally, 3 major categories related to affection were identified as antecedents of wasted food: good mother behavior, family meal enjoyment, and caring for grandchildren.

Conclusions and Implications: Food abundance and affection are positive intentions that might have a negative outcome when analyzed its impact on wasted food. The paradox of waste in a low-income context emerged as a real problem for these families, and opportunities for nutrition educators and policy makers (e.g. SNAP program) are presented in order to educate consumers to make smarter purchases, to plan meals better, and

Continued on page S47