Topic: Upcycle foods from a consumer's perspective

Type: master thesis

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Food waste reduction is the top solution to limit global warming to 2°C (Project Drawdown). Upcycle foods—which use ingredients that otherwise would not have gone to human consumption as part of the final product—are an essential part of the efforts to reduce food waste (Upcycle Food Association). In this way, those ingredients are reintegrated into the food value chain, and the resources used to produce them are not wasted anymore. Crucially, consumers' acceptance and valorisation of upcycled products can determine their success in the market, which eventually impacts food waste reduction and climate change goals.

Therefore, this master's thesis topic is dedicated to investigating consumers' perceptions and reactions to upcycled food products. Specific topics are related to studying consumers' mental associations with upcycled foods, whether an upcycled food product has a competitive market advantage, the importance given (e.g., in terms of attention, influence on product purchase) to the upcycled food label compared to other labels (e.g., Nutri-score, Bio), or any related topic.

Websites with related information:

- https://www.upcycledfood.org/upcycled-food
- https://refed.org/articles/drawdown-update-affirms-reducing-food-waste-as-a-leading-solution-to-climate-change/

Some scientific publications on the topic:

- https://www.sciencedirect.com/science/article/abs/pii/S0950329323000435?via%3Dihub
- https://www.sciencedirect.com/science/article/pii/S2666784323000116?via%3Dihub
- https://www.sciencedirect.com/science/article/abs/pii/S095965262300077X?via%3Dihub
- https://www.sciencedirect.com/science/article/abs/pii/S0924224423000018?via%3Dihub
- https://www.sciencedirect.com/science/article/pii/S0950329322000714?via%3Dihub
- https://www.sciencedirect.com/science/article/abs/pii/S0950329321000215?via%3Dihub
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- https://onlinelibrary.wiley.com/doi/10.1002/cb.1844
- https://www.tandfonline.com/doi/full/10.1080/10454446.2021.2016536
- https://www.tandfonline.com/doi/full/10.1080/10454446.2021.1955798
- https://www.sciencedirect.com/science/article/abs/pii/S0950329320303049?via%3Dihub