

# Communicative side of food loss and waste management

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# Introduction

- the communicative side of food loss and waste management
- the role of effective communication in sustainable nutrition
- different types of communication

# Modern food sector- communication

- Risk communication
- Marketing communication
- Benefit communication
- Sustainability communication

# Risk communication

care communication, consensus communication and crisis communication

- care communication- the lifestyle of diversified audience is crucial to adjust risk messages
- consensus communication- the opinions, anxieties and beliefs of stakeholders are vital
- crisis communication- the culture of a target audience is important in creating and disseminating messages on crisis (Lundgren and McMakin, 2009)

# Food risk communication- classification

- food care communication- risks related to food consumption (food selection, ways of preparing food and places of consumption)
- food consensus communication- opinions, knowledge and fears regarding food
- food crisis communication- the culture of a target audience in communicating information on food risks (Bielenia-Grajewska, 2015)

# Topics in food risk communication

- food irradiation (Thompson and Knight, 2006)
- genetically modified food (Qin and Brown, 2006)
- food recall (Nucci, Cuite and Hallman, 2009)
- food contamination (Jacob, Lok, Morley and Douglas Powell, 2011)
- food-borne diseases (Bielenia-Grajewska, 2015)
- food allergies (Rachul and Caulfield, 2011) food safety regulations (Winickoff and Bushey, 2010) (more in Bielenia-Grajewska, 2014)
- food waste (Olovaria- Key, Ding, Legendre and Min, 2021)

# Marketing communication

- *a piece of advertising that a company uses to encourage people to buy a product or service* (Dictionary Cambridge Online)
- connected with offering and selling products as well as establishing relations with customers

# Sustainability communication

According to Golob, Podnar and Zabkar (2022: 42), *it is defined as a global social process consisting of a recursive sequence of contributions and debates for a better ecological, economic and social life (Ziemann, 2011, 92). SC encompasses many issues such as climate change, biodiversity, consumption, production and mobility and is a concept that is applied at different levels of public space and between different social systems (Godemann and Michelsen, 2011).*



# Benefit communication

- Benefit communication used in sales

*We define benefit communication in selling as the extent to which the salesperson communicates information about how a product satisfies the needs of the customer (e.g., Homburg, Schäfer, and Schneider 2012). The information focuses on the offering from the customer's perspective and addresses how well the offering performs in the customer's context (such as how processes become more efficient or faster). Benefit communication in selling emphasizes how the offering's features (e.g., technical characteristics) create utility by producing various advantages for the customer, using their language and units of measurement (Klarmann and Wouters, 2023:48)*

- Benefit communication used in employee- employer relations

# Types of communication

- verbal
- non-verbal
- literal
- symbolic
- online
- offline

# Symbolic communication-metaphors

- metaphors are important in our perception of reality (Lakoff & Turner, 1989)
- metaphors help us to understand new concepts by using familiar domains (Brown, 1994)
- metaphors appear in novel domains which lack a certain type of vocabulary (Bergman, 1982)
- metaphors can describe complex entities in few words (Tilley, 1999)

# Summary

- Communication is important in the discussion on food loss and waste management
- Communication can take various forms and involve different stakeholders

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# Thank you

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