



## ‘Accelerating Food Transformation’ Project Phase 1 – Literature Review and Interviews

### KEY POINTS

---

- This summary highlights key findings from Phase 1 of the project, exploring challenges and opportunities for the upcycled food industry in Australia

### THE CHALLENGE

---

The notion of upcycled food has emerged in recent years as a potential solution to food waste. However, much of the literature to date emerges from the natural science and focuses on technical avenues to developing new products from surplus and waste. In comparison, limited attention has been given to understanding the challenges and opportunities to upcycled food from a social science perspective, and particularly within the Australian context.

### THE OPPORTUNITY

---

Given the predicted potential of upcycled food, there is a pressing need to explore what might hinder the progress of the upcycled food industry in Australia, as

well as what can be done to support this emerging industry.

### OUR RESEARCH

---

Phase 1 of this project (of 4) involved a literature review and 15 semi-structured interviews to understand the challenges and barriers, as well as opportunities and enablers to upcycled food in Australia.

### OUTCOMES

---

Drawing on the literature review and semi-structured interviews, the following recommendations are offered:

1. There is a need to develop a clear and shared definition of upcycled food by academic, industry, and consumers.
2. There is a pressing need for consumer studies relating to upcycled food in Australia.

3. Lifecycle assessment should be carried out to determine if a specific upcycled food is in fact 'sustainable'.
4. There is a need for improved manufacturing capabilities in Australia.
5. Government support/funding is crucial to help upcycled food manufacturers.
6. Consumer education will be needed to raise awareness about upcycled food.
7. Third-party facilitators play an important role in connecting actors interested in, and willing to engage in, upcycled food.
8. There is a need to establish a business case for upcycled food to help demonstrate economic viability.

## NEXT STEPS

---

The next phases of this research will build on the preliminary findings of this research and will address some of the above recommendations by: (a) exploring the relevant regulation (and potential regularly barriers)

© End Food Waste Australia Limited 2024

Level 1, Wine Innovation Central Building, Cnr Hartley Grove and Paratoo Road, URRBRAE SA 5064  
enquiries@endfoodwaste.com.au +61 8 8313 3564

Fact Sheet Version 1 – Date

## DISCLAIMER

All information, data and advice contained within the report is provided by EFW CRC in good faith and is believed to be accurate and reliable as at the time of publication. However, the appropriateness of the information, data and advice in the report is not guaranteed and is supplied by EFW CRC 'as is' with no representation or warranty.

(Phase 2); (b) creating case studies that showcase the business case for upcycled food (Phase 3); and (c) conducting focus groups and a national consumer survey to understand Australia consumers' perceptions of upcycled food (Phase 4).

## PROJECT TEAM

---

Associate Professor Bree Hurst (QUT)

Dr Hope Johnson (QUT)

Dr Jessica Thiel (QUT)

Associate Professor Lisa Schuster (QUT)

## PROJECT WEBPAGE

---

<https://endfoodwaste.com.au/projects/accelerating-food-transformation/>