

A Study on Food Waste and Surplus Food App: College students' intention of using FamilyMart's Cherish Food

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Abstract

As the population increases, so does the food problem. To face the problem of food waste, in addition to accelerating the pace of increasing food production, it is also necessary to reduce food waste and loss. Considering that college students are the main customer group of convenience stores, and many convenience stores encounter the problem of large amounts of expiring food being thrown away. This study will examine the extent of college students' knowledge about food waste and surplus food using an in-depth interview research method to detail why the food waste problem is not being effectively reduced. The results of this study can help FamilyMart understand how to increase the exposure of Cherish Food, make the app available to more college students, and raise awareness of food waste and leftover food.

The study found that college students were aware of the food waste problem, but the most they could do was control their shopping desires by not buying too many ingredients, not ordering too many meals, and avoiding arbitrary food waste. There was still room for improvement in addressing surplus food with shared refrigerators, food banks, and surplus food restaurants that college students were aware of, and they hardly touched this part in their daily lives. In addition, college students had positive thoughts on the app of Cherish Food as a more relevant way of life, and suggested improvements to it, suggesting how the usage amount of Cherish Food could be increased.

Key words: food waste, surplus food, surplus food app, cherish food

TABLE OF CONTENTS

INTRODUCTION	8
Background	8
Motivation.....	9
Research Purpose	9
Research Question	10
Contribution	10
Limits	10
Delimits.....	10
LITERATURE REVIEW	11
Food Waste	11
The Current Situation of Food Waste in Taiwan	13
The Solutions to Food Waste	14
Surplus Food.....	15
Classification of Surplus Food.....	16
Technology Acceptance Model	18
FamilyMart’s Cherish Food.....	21
METHODOLOGY	23
Research Design.....	23
Source of Data.....	23
Data Collection	24
DATA ANALYSIS	27
Analysis of Interviewees Background and Consumption Behavior	27
Understanding Interviewees Through Their Financial Sources.....	27
Understanding Interviewees Through Their Consuming Behavior	28
Lack of Awareness on Food Waste	30
Understanding Interviewees Through Food Waste	30
Understanding Interviewees Through the SDGs	31
The Issue of Food Waste and Actions to Reduce Food Waste	32
Current Solutions for Surplus Food	33

Advantages of Current Surplus Food Solutions	34
Disadvantages of Current Surplus Food Solutions	34
FamilyMart’s Cherish Food	35
Suggestions for Cherish Food	37
Methods to Increase the Usage Amount of Cherish Food	38
Feedback After the Interview	39
CONCLUSION	40
BIBLIOGRAPHY	42
APPENDIX A	44
APPENDIX B	46

LIST OF TABLES

Table 1. The Background List of the Interviewees	26
Table 2. Background of Interviewees' spending	27

LIST OF FIGURES

Fig. 1 The Hierarchy of Waste.....	15
Fig. 2 The Technology Acceptance Model	18

INTRODUCTION

Background

As the population increases, so does the food problem. According to statistics, the global population will reach 9.7 billion by 2050. The latest annual "World Food Security and Nutritional State" report shows that the total number of hungry people in the world is about 690 million, which is equivalent to 1 hungry person for every 9 people. World food security is affected by factors such as population growth, climate change, food waste and economic crises, which have led to a further increase in the number of hungry people. The global pandemic of the new crown epidemic has exacerbated the global food crisis.

In the face of food problems, in addition to accelerating the pace of increasing food production, it is also necessary to reduce food waste and loss. According to the United Nations Food and Agriculture Organization (FAO) statistics, the world discards approximately 1.3 billion tons of food each year, accounting for $\frac{1}{3}$ of the total food. This move also causes huge environmental costs, for example: up to 4.4 billion tons of carbon emissions. Taiwan's current types of food waste belong to developed countries. Among them, fishery, fruits, and vegetables are the top three waste items.

The discarded food is collectively referred to as "surplus food." surplus food refers to food that cannot be sold but is still edible due to its near shelf life, poor look or incorrect packaging. There are no legal regulations on the disposal of surplus food, but Non-governmental organizations have initiated "Food Wise Projects", such as promoting food banks and donating surplus food to those in need. There are also more and more businesses setting up "Wise Food Zones" to sell instant food at cheaper

prices. Food that may be discarded is redistributed to give full play to its maximum value.

Food waste and loss occur at all stages of the supply chain. In developing countries, most of the depletion occurs during the production stage; in developed countries, the most waste occurs during the food consumption stage—on average, each person wastes about 100 kilograms of food each year. These are unnecessary wastes of resources, and everyone needs to take serious steps to reduce food waste.

Motivation

Reducing food waste has become a global consensus. The 17 Sustainable Development Goals (SDGs) launched by the United Nations in 2015, in detail 12.3, put forward that “By 2030, the retail and consumer stage of global food Reduce waste by 50%”. In Taiwan, although the issue of food waste is generally emphasized, there is still a lack of concrete actions. Therefore, I hope that we will have a more in-depth study on the problem of surplus food through this research, and try to explore how to deal with excess and wasted food from the consumer side. Revalue the surplus food and deliver it to those who need it.

Research Purpose

It can be seen that the problem of food waste still exists through the literature review. Considering that college students are the main customer group of convenience stores, and many convenience stores encounter the problem of large amounts of expiring food being thrown away. Therefore, this research will focus on the consumer side, analyze the solutions for surplus food, and apply them in the surplus APP. We will try to propose an improvement plan that is closer to the needs of consumers.

Research Question

1. Food waste has been a social issue for a long time, is there still a lack of awareness of it?
2. What are the advantages and disadvantages of the current solutions for surplus food?
3. How to increase the usage amount of the surplus food app and promote the concept of reducing food waste?

Contribution

The results of this study can help the FamilyMart understand how to increase the exposure of Cherish food and make the app accessible to more college students, as well as raise awareness of food waste and surplus food, allowing everyone to delve into a globally important issue.

Limits

The limits are that I may not dig out all the apps about surplus food. Due to time constraints and funding limitations. I will use the college student interviewees I interviewed to do a representative exploration.

Delimits

Taiwan has a small number of apps for surplus food, and the scope of research is narrow. It is necessary to find out the problems of apps in the limited resources. Therefore, I chose the app of FamilyMart to be representative and discuss this app with the interviewees in the study.

LITERATURE REVIEW

Food Waste

According to the United Nations Environment Programme (UNEP) Food Waste Index report released on March 4, the world wastes nearly 1 billion tons of food each year¹, about twice as much as previous best estimates. According to the Guardian, this report is the most comprehensive report to date. According to the Guardian, the report is the most comprehensive report to date, which points out that the annual household food waste is up to 74 kg per person. The report states that 1/3 of food produced is never consumed and that food waste causes 10% of carbon emissions. The UN report also includes data from restaurants and stores, which account for 17 percent of total food waste, plus food waste from farms and supply chains, for a total of 1/3 of food produced and never consumed. Billions of people who are hungry or cannot afford to eat a healthy diet are not fed because of food waste, and the environment suffers greatly. Food waste and loss contribute to about 10 percent of emissions and contribute to the climate crisis.

If food waste were a country, its carbon emissions would rank third in the world behind only the United States and China². Reducing food waste is one of the simplest ways to reduce human impact on the environment, yet the potential for doing so has not been fully exploited, the researcher said. In the past, it was thought that food waste came mainly from rich countries. But the UN report found that while the poorest countries have less data, most countries have surprisingly similar levels of food waste.

¹ Damian Carrington, "People Wasting Almost 1bn Tonnes of Food a Year, Un Report Reveals." (2021).

² "<Wrap-Life-under-Covid-19-Food-Waste-Attitudes-and-Behaviours-in-2020.Pdf>."

The researcher says the small amount of food that is thrown away every day is not given the attention it deserves. So the key, the authors argue, is to raise awareness about waste, for example by getting local authorities to separate food waste from other garbage. Governments and businesses need to do something, but personal action is also important, experts say, such as watching food portions, checking the refrigerator before shopping and improving cooking skills to make the most efficient use of food. In the United Kingdom, people had more time to plan and cook during the epidemic's closure, and food waste appears to have decreased by 20 percent as a result.

Reducing food waste reduces greenhouse gas emissions³, slows the rate of land use change and pollution, which in turn reduces damage to nature, improves food availability, reduces hunger and saves money," said Inger Andersen, director of UNEP. The purpose of the Food Waste Index report is to help the world achieve the UN's 2030 sustainability goal of halving food waste⁴. The report found that in 2019, 11 percent of all food sold to consumers is wasted in households, 5 percent in restaurants and 2 percent in stores. The report's source countries and regions cover 75 percent of the global population. Food waste includes both edible and inedible components, such as skins and bones. In some high-income countries, the ratio of edible to inedible is about 50:50, while in other countries the ratio is unknown. "Even if some of this food waste is not consumed by humans, there are environmentally beneficial ways to manage it, such as diverting it to animal feed or composting. We need to emphasize that we need to keep food waste out of landfills as much as possible," said UNEP expert Clementine O'Connor. Food waste triples the

³ Thomson Reuters Foundation, "Reducing Food Waste Would Mitigate Climate Change, Study Shows," *The Guardian* 2016.

⁴ Zhongming, Zhu, and Liu Wei. "Unep Food Waste Index Report 2021." (2021).

loss, not only in terms of food loss, but also in terms of depletion of the natural and economic resources used to produce it," says UNEP expert Martina Otto. On the other hand, it creates a triple win.

The Current Situation of Food Waste in Taiwan

The pattern of Food waste in Taiwan is categorized as developed countries. According to the statistics of the Environmental Protection Administration, the cumulative amount of food waste recycling nationwide in 2020 will exceed 520,000 metric tons⁵. The problem of food waste not only leads to excessive waste, but also increases the emission of greenhouse gasses. Although the Environmental Protection Administration has introduced various food waste recycling measures, such as turning it into feed, compost, biomass, etc., some of the food waste cannot be recycled and must be buried or incinerated in the form of waste.

In-depth discussion of the main factors of food waste, we can find that food waste is closely related to the food supply chain, and the sales process must pass through layers of checkpoints. According to Ya-Chi Lai⁶, the food supply chain is briefly divided into five stages: agriculture and animal husbandry production, harvest storage, processing and packaging, logistics sales, and consumer purchases.

In the initial stage, during the production and planting period, the pests and diseases, bad weather, etc., caused the appearance of the fruits and vegetables to be damaged and the quality could not be reached, and they were discarded, causing the first loss; Perfection causes the second loss; in the mid-term processing and packaging, the quality must be selected first. If it is not fresh enough or the

⁵ 孫文臨, "台灣每人平均一年產生 417 公斤垃圾 2020 年一般廢棄量創歷史新高," 環境資訊中心 2021.

⁶ 賴雅琪, "即期食品資訊系統設計之研究" (國立高雄科技大學, 2020).

specifications are not good, it does not need to be processed directly and discarded.

This action causes the third loss.

Later logistics sales may be discarded because the appearance cannot attract consumers to buy, or the best before day has expired; and even the final delicious meal is made for the guests to take. If the food is not finished, it will eventually cause losses. Therefore, every link of the chain hides invisible waste.

According to 2016 United News⁷, in Taiwan's food supply chain within one year of food loss, about 18% was wasted on the production side, about 12.4% on the harvest storage and delivery side, and about 6.4% on the processing and packaging side. Circulation goods accounted for about 12.4%, and households and personal consumption accounted for about 50.7%, which ranked first, far exceeding the total of the other four stages.

There are several common reasons for food waste. For example, if fresh products are defective in shape, size, and color, they are often removed from the supply chain during the selection process. The exquisite diet pursued by modern people has also caused a lot of food waste. Many high-end restaurants only intercept a small part of the food to prepare meals in pursuit of beauty or deliciousness, while the unused part is discarded. In addition, once food exceeds the "Best before", it is usually discarded by retailers and consumers.

The Solutions to Food Waste

FAO divided food waste reduction into four stages according to its environmental friendliness⁸.

⁷ 何定照, "台灣食物損耗嚴重 每天廚餘可堆 60 座 101," 聯合新聞網 2016.

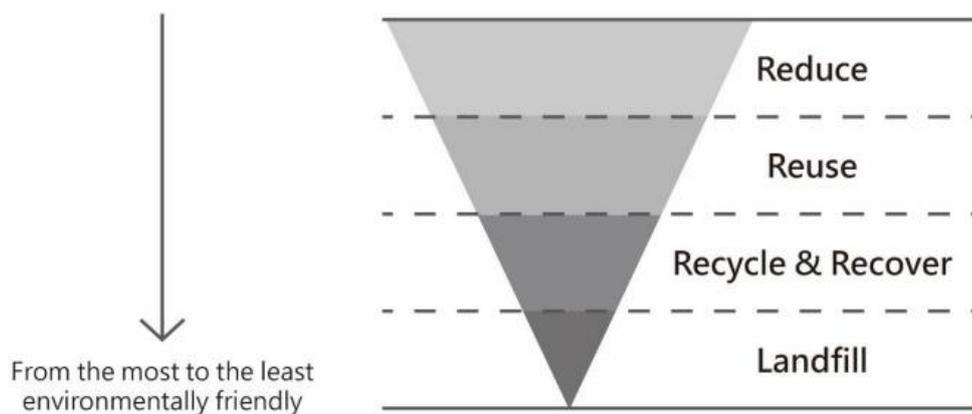
⁸ S Wright, "Reduce-Reuse-Recycle: Alternatives for Waste Management," *Guide G (USA)* (1993).

The first stage is Reduce, which is the best way to reduce food consumption and natural resource waste, such as adjusting the supply and demand balance at the front end of production.

The second stage is "Reuse", if the eliminated food is still edible, the best way to deal with it is to put it back into the human food chain, such as donating it to the disadvantaged groups, to avoid consuming natural resources again in order to produce more sufficient food.

The third stage is "recycle & recover", which means that the food that can no longer be consumed will be turned into new materials or products, such as compost, so that the resources can be restored to energy and used again. It should be considered as the last resort.

Fig. 1 The Hierarchy of Waste



Sources: The Environmental Protection Administration

Surplus Food

Surplus food is defined as "food produced, manufactured, retailed or served for consumption that, for one reason or another, is not ultimately sold or consumed by

the intended customer". The final food waste is food that is no longer suitable for human consumption⁹.

The recently developed "ASRW" (Availability Surplus, Recoverability and Waste) conceptual model provides a clear definition of "surplus food" by introducing the concepts of availability, surplus, recoverability and waste. The concept of Availability Surplus, Recoverability and Waste (ASRW) provides a clear definition of "surplus food" and distinguishes it from food waste by introducing the concepts of availability, surplus, recoverability and waste. The Environmental Protection Administration of the Executive Yuan (2015) defines food waste as waste generated from the food and beverage process, including food preparation, surplus food rice, and expired food. In addition, food waste can also be classified as raw food waste such as vegetable leaves, fruit peels, and surplus food rice residue after cooking. Food waste is an important issue in global environmental protection. From the harvesting of crops to the storage, transportation, sale and transfer to the consumer, a lot of food is spoiled or discarded, resulting in constant waste.

Classification of Surplus Food

According to scholars Hawkes and Webster¹⁰, the classification of surplus food can be divided into four points as follows:

(1) Unprofitable crops

This is a market phenomenon after a good harvest: the surplus of food sales is generated by a stable sales price. When production is much higher than demand, the market may become overflowing, so to prevent the price from collapsing, agricultural products are removed from the market. Vegetables and fruits on the farm are judged

⁹ Marie Mourad, "Recycling, Recovering and Preventing "Food Waste": Competing Solutions for Food Systems Sustainability in the United States and France," *Elsevier* (2016).

¹⁰ C. Hawkes, J. Webster, and Sustain, *Too Much and Too Little?: Debates on Surplus Food Redistribution* (Sustain, 2000).

not to meet commercial specifications and are used as feed, fertilizer, and discarded directly on the farm.

(2) Non-perishable processed foods

Even if the food is edible, the monetary labeling of foods with long shelf lives (e.g., dried and canned goods) can discourage manufacturers, sales, and retailers from selling them. Other examples include damaged packaging, incorrect packaging, expired promotions, canceled orders, and short shelf life.

(3) Perishable fresh food

Fresh fruits and vegetables, bread, frozen expiring foods, dairy products and meat sold by retailers may not be sold because they are nearing their end-of-life before they are sold, but they are still safe and edible. The top three most wasteful categories are vegetables - fruits and meat, and fish.

(4) Perishable prepared foods

These include sandwiches, cakes and pastries, as well as other prepared meals from cafes, sandwich stores and restaurants. The "extras" are simply ugly fruits and vegetables that represent "produce outside of market specifications". Ugly fruits and vegetables are not less nutritious because they are ugly, and we can still receive them. They may be too big, too small, too crooked, with worn skin, or not bright enough due to lack of sunlight, but they are still fruits and vegetables produced with care and attention by farmers.

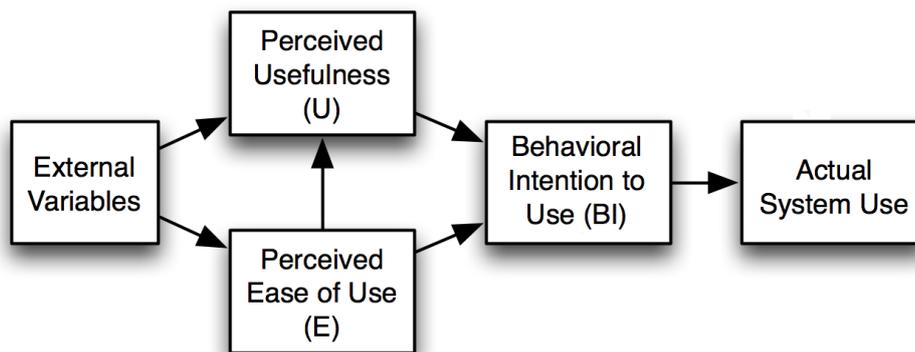
However, they are still fruits and vegetables produced by farmers with great care and attention, but they are not usually accepted by the general market and the public. For example, carrots with claws and potatoes with substandard growth. This causes inconvenience in transportation and marketing, making it more expensive to

harvest and sell. Therefore, most of the large and medium-sized traders are not willing to buy these ugly fruits and vegetables, so they are left to rot and used as compost.

Technology Acceptance Model

The Technology Acceptance Model was originally developed to assess the willingness to use work-related information systems, but now it is being explored in terms of the beliefs and Perceived factors of IT users' choices. The core value of this model¹¹ is to provide a theoretical basis that is generally applicable to explain the factors influencing the use of information technology.¹²

Fig. 2 The Technology Acceptance Model



Sources: Wikimedia Commons

The main components are defined as follows¹³

(a) Perceived ease of Use:

¹¹ 林筠珊, "以科技接受模型探討消費者對新零售之接受度－以全聯為例" (國立嘉義大學, 2021).

¹² 周君倚 and 陸洛, "以科技接受模式探討數位學習系統使用態度-以成長需求為調節變項," *Information Management* 21, no. 1 (2014).

¹³ 吳冠霖, "使用科技接受模式探討智慧型穿戴裝置健康監測之行為意圖" (國立屏東科技大學, 2021).

According to Davis, perceived ease of use is how easy it is for users to learn to operate a particular information system. The higher the level of perceived ease of use, the more positive the attitude of choosing the system. If the steps are clear, easy to understand, and flexible, users are more likely to have confidence. On the contrary, if the technology is too complicated to use and requires a lot of effort to learn, it will cause a psychological burden to the users and generate negative emotions, and then reject the use of the system.

(b) Perceived usefulness:

According to Davis¹⁴, perceived usefulness is the degree to which a user's use of an information technology will improve performance. Users subjectively predict that the organizational environment and the choice of a particular system will improve their performance. The higher the degree of perceived usefulness, the more positive the attitude of choosing the system. When users perceive the system to be more useful, it will encourage them to do more work with the same effort, and even to complete the work faster.

(c) Attitude toward using:

Users have positive or negative feelings towards using an IT system. In the technology acceptance model, users not only have different perceptual feelings, but also their preferences will be affected by their personal preferences. Users' attitudes are influenced by Perceived ease of use and Perceived usefulness. The higher the

¹⁴ Fred D Davis, "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology," *MIS quarterly* (1989).

perceived usefulness or ease of use of a technology system, the more positive users' behavioral intention to the system will be.

(d) Behavioral Intention to use:

Davis believes that intention to use refers to the extent to which users are willing to use a technology system. It is the same as a person's subjective perception of the likelihood of choosing a particular technology or information system in the future. When the user's intention to use tends to be strong, the more likely the user is to use a technology. The technology acceptance model suggests that the intention to use a technology is influenced by the individual's attitude and perceived usefulness of the technology.

In the Technology Acceptance Model, external variables affect users' beliefs, perceived usefulness and Perceived ease of use, while perceived usefulness and perceived ease of use directly affect behavioral intention to use, and perceived usefulness and behavioral intention to use affect intentions.

Technology acceptance models can be used to explain new technology products or to measure the value of new products or services, to predict likely user responses, and to improve user acceptance as a strategic reference. Empirical evidence¹⁵ shows that the technology acceptance model is an ideal tool and a more influential framework for explaining acceptance when the purpose of the study is simply to predict the use of a new technology product or service, with the advantages of being simple to understand, having a strong theoretical foundation, and having sufficient empirical data to support it.

¹⁵ 熊鎮賢, "以科技接受模式與創新擴散理論探討中高齡者使用行動支付偏好之影響因素" (國立臺北教育大學, 2021).

FamilyMart's Cherish Food

In 2019, FamilyMart introduced the "Cherish Food: 30% discount on fresh food 7 hours before expiration" mechanism, the first retail channel brand in Taiwan to address the problem of expiring products in a systematic way. In response to the United Nations Sustainable Development Goal: SDGs 12.3 to reduce food waste, FamilyMart set up an inter-departmental research team through the five departments of information, merchandise, sales, logistics and fresh food, and spent nearly a year on research, testing and continuous adjustment. The "Fresh Food" mechanism of "30% off 7 hours before expiration" was launched. With the introduction of technology into the sales system, more than a million items were sold in the first month of implementation, and an average of 300 metric tons of food waste was reduced each month after the launch, which is equivalent to reducing carbon emissions for the planet by more than 100,000 kilograms per month¹⁶.

However, convenience stores' fresh food, which has a shelf life of 1-3 days, is not easy to accurately predict demand, making it a dilemma between satisfying customers' diverse choices and avoiding food waste. The most direct way to reduce leftover food is to reduce the amount of goods in stock, but most consumers who go to convenience stores want to easily buy the products they need. Against this background, FamilyMart's Cherish Food was born. In the award ceremony held on Dec. 2, 2021, the professor of the Department of Food and Applied Biotechnology of National Chung Hsing University, Chang-Wei Hsieh, also believes that FamilyMart can really bring a solution to the current food waste problem through the discount mechanism¹⁷.

¹⁶ 謝承學, "【別再浪費】想買折扣品卻找不到? 全家靠友善食光地圖讓 z 世代無痛參與剩食革命," *食力 foodNEXT* 2022.

¹⁷ "面對挑戰只能以萬變應萬變! 「2021 食創獎」得獎名單揭露," *ibid.* 2021.

"It was just a way to solve the problem of surplus food, but there are more consumers who come at 5 p.m. to buy discounted expiring products. However, after the launch for some time, voices began to appear on the community saying "I wanted to buy Cherish Food but couldn't find it", and some consumers even began to share on the community which Cherish Food products were left in the store. This made FamilyMart starts thinking about how to let consumers buy the products they want.

In order to solve the problem of "not being able to find Cherish Food products," FamilyMart was inspired by the "Mask Map" during the COVID-19, and then combined the sales, planning, and information departments to launch the "Cherish Food Map" in the FamilyMart App on April 7, 2021. Within three months of its launch, the Cherish Food Map was used 3.7 million times, showing that consumers not only love Cherish Food products, but also have a huge demand for "how to find Cherish Food products".

METHODOLOGY

Research Design

This study uses semi-structured interviews to collect data. Through qualitative research questions, researcher examines the extent to which college students know about food waste and surplus food, and analyzes the results of the interviews to detail why the problem of food waste is not effectively reduced. The data allowed the researcher to explain why the surplus app is not widely used and what recommendations are relevant to this situation.

Source of Data

The interviewees of this study are university students in Taiwan. The researcher expected to find 10-15 interviewees in the age group of 18-24. The researcher looked for college students who had food waste concepts or had used convenience stores' apps, or people who had used the Cherish Food function of the FamilyMart's app. The researcher searched for qualified interviewees publicly through instagram, and those who were willing to participate left their basic information and then used Line to confirm whether they were sure to participate in the interview and scheduled the interview. Researcher also informed interviewees about the interview in advance and kept in touch with them two days before the interview to ensure that the interview went smoothly. Because of the epidemic period, the interviews conducted online using a video platform called google meet.

The purpose of the study is to use the "Cherish Food" function of the FamilyMart's app, which is similar to the Surplus Food app, as a case study, considering that the app of convenience store is widely used by university students. A total of 12 university students were interviewed, each of whom had some knowledge of food waste-related issues, and some of whom had used the convenience stores' app,

although fewer of them had used the Cherish Food feature, but through the researcher's detailed introduction of the feature, they all had a basic understanding of it.

In the process of finding participants for the interviews, the researcher originally searched randomly and did not target specific people, resulting in some interviewees being unfamiliar with the area of food waste and making the interviews a bit difficult to conduct. Later, the researcher decided to set the criteria for finding interviewees, and openly asked for participants on social media platforms, who were knowledgeable about food waste or surplus food. Twelve people were selected from among the volunteers, and because of their basic knowledge of these issues, the interview process was quite enjoyable and yielded some new findings, which will be described in detail in the data analysis later.

During the interview process, each interviewee was punctual and took the interview questions seriously, which helped the researcher to conduct the study later. Although not many people have used the Cherish Food, the interview was used to demonstrate the convenience of this feature and to demonstrate how to operate it, increasing the likelihood that interviewees would use it or recommend it to others in the future.

Data Collection

The researcher collected the first data through online interviews. A total of 12 in-depth interviews were conducted by the researcher. In addition, the open-ended questions for the interviews are listed in Appendix A. The interviews were manually processed from audio files into text.

The interviews were divided into four sections. The first part briefly explained the interview process and research content, and asked the interviewee for permission to record the entire interview, informing him that the recording was for research

analysis only and would not be displayed on the public platform. The second section asked for the interviewee's name, age, and gender, as well as their monthly income and food expenses, average weekly spending at convenience stores, and whether they are concerned about the spending habits of convenience stores for ready-to-go and discounted items. The third section would be an in-depth discussion of food waste related stories or articles, asking for his thoughts and suggestions on these, then finding out how much he knows about SDGs and trying to make connections between food waste issues and sustainability goals. Before moving on to the next section, the researcher will ask him about his perceptions of surplus food. If he doesn't know much about it, the researcher will explain a little bit or give him a more detailed explanation of the terminology in order to get more out of the interview. The fourth part was to ask the interviewee if he used any solutions to solve the problem of surplus food and to guide the interviewee to the direction of the surplus food app. First of all, the interface and main functions of Cherish Food were introduced. If the interviewee had used Food Friendly before, they were asked to evaluate the effectiveness of the app, as well as its advantages and disadvantages. Next, they were asked to describe their views on the APP and suggestions for improvement, as well as ways to promote and publicize it. Finally, they were asked if they had a better understanding of surplus food or food waste after the interview. The researcher hoped that the interview would deepen the interviewees' impressions of these topics, promote the idea of the app for surplus food, and collect their suggestions for ways to improve the app.

Table 1. The Background List of the Interviewees

Interviewees	Gender	Ages	Location (City)	Month
A	Female	22	Kaohsiung	April
B	Female	24	Chiayi	May
C	Male	21	Taichung	April
D	Female	21	Kaohsiung	April
E	Male	20	Taoyuan	April
F	Male	22	Miaoli	May
G	Female	24	Taipei	May
H	Male	20	Tainan	May
I	Female	24	New Taipei	May
J	Female	23	Taichung	April
K	Female	21	Chiayi	July
L	Female	23	Kaohsiung	July

Sources: Sorted by Author

DATA ANALYSIS

Analysis of Interviewees Background and Consumption Behavior

In this chapter, I use the data collected to understand the background of the interviewees and to answer my research questions. The first question is why is the problem of food waste not being effectively improved? The second question is answered in the literature study, and the third question is how to increase the use of surplus food apps. I compiled the responses of 12 college students to answer these two research questions.

Understanding Interviewees Through Their Financial Sources

In this part, interviewees were asked to share their basic spending on monthly income and food expenses, as well as the amount of money they spend at convenience stores's in a week (Table 2). Interviewees were asked about the items they usually buy at convenience stores and whether their financial ability influenced their choice to buy convenience store items or not.

Table 2. Background of Interviewees' spending

Interviewee	Income (Per Month)	Food expenses (Per Month)	Average amount of spending at convenience stores (Per Week)
A	6,000 NTD	5,000 NTD	200 NTD
B	10,000 NTD	6,000 NTD	100 NTD
C	8,000 NTD	3,000 NTD	100 NTD
D	6,000 NTD	5,000 NTD	300 NTD
E	10,000 NTD	10,000 NTD	300 NTD
F	6,000 NTD	6,000 NTD	500 NTD

G	12,000 NTD	10,000 NTD	200 NTD
H	10,000 NTD	500 NTD	100 NTD
I	10,000 NTD	5,000 NTD	500 NTD
J	20,000 NTD	5,000 NTD	200 NTD
K	6,000 NTD	1,500 NTD	150 NTD
L	25,000 NTD	8,000 NTD	300 NTD

Sources: Sorted by Author

Most of the interviewees' money came from their parents and their working salary. Those who did not work had almost the same amount of money as their parents' allowance for food, while those who worked had higher financial ability and spent less on food than their salary. In addition, most of the interviewees have the habit of spending money at convenience stores, and each person spends between 100 and 500 per week. The interviewees usually buy food items such as rice balls and bread, and some of them only buy drinks at convenience stores.

Understanding Interviewees Through Their Consuming Behavior

In this section, it was divided into two parts. The first part was whether the interviewee would buy specials at convenience stores and how much of a discount the interviewee would be attracted to buy the items, while the second part asked the interviewee to share his opinion on expiring items and whether he would be used to choosing food items with a long shelf life.

Most of the interviewees were attracted by the special offer, and they would check the special offer to see if there was something they liked, and they would buy items that they did not want to buy because of the special offer. As for the discount part, most of the interviewees accept the products with more than 70% off and will look at the products twice to think whether they need the products or not because of

the discount; while some interviewees will choose the flavor they like better when they see the special offer when they buy their favorite products, such as rice rolls, sandwiches, etc.

According to the interviewees, most of interviewees said that they would consider whether the product would be consumed in the same day as the basis for purchasing spot goods. If the item would be consumed immediately, the interviewees were willing to buy expiring goods because the price was relatively cheap and it helped to consume the spot goods; if it was a snack that needs to be stored for a longer period of time or a larger amount of food, such as a large bottle of milk or a large pack of snacks, they would choose the item with a longer expiration date.

“I will first evaluate whether the product is to be eaten immediately or after a few days. If I want to eat it right away, I will look at the special offer to see if I like it. The discount of 20% or more is quite attractive. My habit of choosing products is based on my preference, so if today's specials is not my favorite flavor, I will not buy it.” (Interviewee A)

“I don't avoid buying expiring products because I don't think it makes a difference, and I eat many expiring products. If everyone buys food with a longer expiration date, then no one will buy expiring products, so I will go to see what expiring products are available.” (Interviewee B)

“There are two situations. If it's milk or I'm not going to eat it all at once, I avoid buying expiring products; if I'm going to eat it the same day or the next day, I buy expiring products because it's cheaper.” (Interviewee J)

A small number of interviewees usually buy instant products because the food is consumed quickly or they do not care about the expiration date. Some interviewees also mentioned the range of expiration dates. They understood that the expiration dates on food packages are within the safe range, and even convenience stores dispose of the products two days before the expiration date.

“I look at how many items are on sale, and I look at the FamilyMart app to see if there are any specials. I don't avoid buying expiring items because they haven't really expired, and I hardly look at the expiration date.” (Interviewee H)

“I like to buy expiring products because most convenience stores offer better prices, and also because I was taught not to waste food.” (Interviewee I)

“I often buy expiring items, 25% off is quite attractive to me, and the price will be more favorable with credit card or mobile payment.” (Interviewee L)

In conclusion, most of the interviewees chose to buy instant products because they wanted to avoid food waste, and they also preferred to buy instant products because of the price. All interviewees had some idea about this and understand that if no one buys instant products, they would end up being discarded. The majority of interviewees said that they were attracted by the special offers, which means that the area where the convenience stores stored their expiring products has been successful in attracting consumers, because convenience stores usually have a section for special offers of expiring products.

Lack of Awareness on Food Waste

This section was divided into three parts. The first part was to understand the interviewees' perceptions of food waste and its severity. The second part asked interviewees to share their knowledge of sustainability goals, as well as reports and articles on related issues. The third part asked interviewees if they could do anything about food waste and to what extent.

Understanding Interviewees Through Food Waste

All interviewees had some knowledge of food waste. Most felt that they could not finish their food or bought more food than they needed and ended up throwing it away, or that they could not store food effectively and threw it away when it expired, or that sometimes food was unnecessarily wasted because it did not match their taste or appearance.

“Not finishing what should have been eaten is food waste.” (Interviewee C)

“You could have eaten it, but you may have wasted it because you forgot about it.” (Interviewee F)

“The amount of food I was given was more than I needed and I couldn't store it effectively, so I ended up throwing it away.” (Interviewee I)

According to all the interviewees' answers, they all agreed that food waste is a serious problem. Most of them mentioned that Taiwan is a country with sufficient resources, but while we are wasting, there are people in poor countries who are starving.

“I have seen many documentaries before about ingredients that are thrown away from fine dining restaurants, which can be eaten again, but for the sake of aesthetics a lot of dishes are wasted.” (Interviewee A)

“The United Nations has statistics that the amount of food that is not properly disposed of is quite large, and food waste is second only to climate change as a serious problem.” (Interviewee C)

“I have read reports that the amount of food wasted in Taiwan is measured in tons, and that the food that is thrown away can be used effectively to feed more people.” (Interviewee G)

Understanding Interviewees Through the SDGs

Since the UN's previous Sustainable Development Goals include targets for food waste and hunger, the researcher asked interviewees if they understood them, if they could find links to them, or if they had any other ideas.

“I have a general understanding of the SDGs. I think there is a big gap between the implementation and the target. The action plan is well written, but the development target is not mandatory, so maybe not many people care and implement it, and people may not even realize the seriousness of food waste.” (Interviewee C)

“The United Nations Sustainable Development Goals (SDGs) are 17 in total, and there are 169 sub-targets, including hunger, poverty, and forests and oceans. The goal is to end hunger. Our country is now rich in food resources, and we hope to achieve a better average, so that some people will not waste what they can order, while others need to go to the garbage to find food to eat.” (Interviewee G)

“While we are wasting, people are also starving. This problem includes the uneven distribution of resources and the fact that many people do not realize that food waste is a very serious problem. I also knew the FAO statistics that the food waste curve is not decreasing, but increasing.” (Interviewee I)

The Issue of Food Waste and Actions to Reduce Food Waste

Some interviewees were familiar with the content of this section and could give some ideas. Some of them mentioned surplus food restaurants, shared refrigerators, and other related reports and articles; however, a small number of interviewees said that they only remembered reading about it, but forgot all the content, and even did not usually pay attention to this issue.

“I only remember teachers showing videos about not wasting food in class, or teachers in elementary talking about not wasting food and reducing carbon dioxide. But I don't even care about this part of the message.” (Interviewee D)

“I have read articles about surplus food restaurants. Some people have restaurants where they give away unsold food to their friends.” (Interviewee G)

“I've read that breakfast restaurants leave the sides of their toast behind, and after packaging or trimming, they can sell it.” (Interviewee J)

“I watched a Korean program before. Some people were specifically helping to sell agricultural and fishery products that did not sell well or were in too many quantities.” (Interviewee K)

Some interviewees mentioned that if they could pay attention to the amount of food in the refrigerator before buying, they would not buy duplicate ingredients or buy too much, and they could even try to control their shopping desire by not buying too much at once and buying the same amount of food according to their own food consumption to avoid food waste. A few interviewees mentioned that they can first do a good job from themselves not to waste, and then to urge their family members and friends around them not to waste.

“When buying ingredients or buying things, try to plan when to finish cooking, finish surplus foods as much as possible, if it's better to do it by yourself is to reduce the waste of ingredients.” (Interviewee A)

“Sometimes you need to control your shopping desire, eat as much as you can to meet your seven or eight percent full, do not buy a lot of food each time.”
(Interviewee B)

“A few interviewees mentioned that they could start by doing a good job of not wasting themselves, and then urge their family and friends not to waste together.” (Interviewee D)

“If I go to a convenience stores’, I will choose food that is labeled as expiring; I will share some of the food I can't finish with others before I eat it to avoid wasting it.” (Interviewee H)

According to their sharing, most of the interviewees think that the problem of food waste is attributed to personal waste, and at the same time, they also think that the problem of food waste is serious, so they can reduce food waste if they do a good job first, the data shows that university students do have the awareness of food waste and strategies to deal with it, but this is still not enough. As I showed in Chapter 2, the issue of food waste is still an important global concern, which means that doing a good job on your own is not enough to reduce the problem.

Current Solutions for Surplus Food

In this section, it was divided into two parts. The first part asked interviewees about their awareness of the term "surplus food" and the second part asked them to share their knowledge of ways to solve the problem of surplus food and to discuss its advantages and disadvantages. Some interviewees were not clear about the definition of surplus food and their first impression of the term was "surplus food", if they were not clear, the researcher would explain.

“It is a bit like NG products, which can still be used and eaten but are eliminated due to packaging factors or aesthetic issues. But my first reaction to surplus food is to think that it is someone else's surplus food, which is rather negative.”
(Interviewee B)

“My first reaction is that I think it's great that a term has finally emerged, like

global warming, which I think includes an action plan.” (Interviewee C)

“It seems to be food that can be reused, and surplus food can be divided into food that can be eaten or discarded directly.” (Interviewee G)

Advantages of Current Surplus Food Solutions

According to the interviewees, the solutions they mentioned were shared refrigerators, food banks, surplus food restaurants, and the FamilyMart’s app Cherish Food. Interviewees mentioned that shared refrigerators and food banks can pass on unused ingredients to those who need them, which they believe is a way to save food surplus.

“There are many restaurants overseas that buy ugly fruits and vegetables and turn them into food, or factories that turn them into processed food.” (Interviewee A)

“There is a food bank at the entrance of the convenience store near my home, so I can put the food that has not expired into the refrigerator and give it to the people who need it.” (Interviewee C)

“In the past, convenience stores seemed to give out bento lunches to people in the neighborhood, and they would wrap up the surplus food and distribute it.” (Interviewee E)

“The teacher shared that in Germany, if there are ingredients that are not used in the family, they can be put in the community’s shared refrigerator, and people who need them can take them. I’ve heard of a restaurant in the US where the owner hires new people as staff. The restaurant specializes in acquiring ingredients that are not used up in nearby restaurants at a low price and turning them into dishes.” (Interviewee I)

Disadvantages of Current Surplus Food Solutions

However, some interviewees felt that food bank has hygiene concerns and there is no way to know the source of the food, especially now that the epidemic is serious and people are afraid of virus transmission through food, so this method may not work for now. One interviewee mentioned that the supply of ingredients in surplus food restaurants is unstable and may be poorly run.

“In fact, food banks have the kind of people who throw away food.”
(Interviewee C)

“I think there may be hygiene concerns with the solidarity fridge, there is no way to know the source of the food in the solidarity fridge. I wouldn't go to a solidarity fridge to get food. The supply of ingredients in a surplus food restaurant may not be as stable as it could be, which would affect the restaurant's revenue.” (Interviewee I)

“I think in terms of health and hygiene, there is a certain risk that the food may be mixed with the disease of the previous person who consumed it, or that the food is about to go bad and is thrown into the food bank.” (Interviewee J)

In conclusion, after the previous interviews, most of the interviewees understood the definition and concept of surplus food. Even for those who had never heard of the term before, they understood and agreed with the term after the researcher explained it. For those interviewees who were not familiar with the solutions to surplus food, the researcher introduced a few more widely known methods to inform interviewees that there are more ways to solve the problem of food waste. After discussing with interviewees who were familiar with the current methods of surplus food, it was found that only a few interviewees were aware of the existence of the surplus food app.

FamilyMart's Cherish Food

The researcher asked interviewees about their willingness and experience with the convenience stores' app. Some interviewees had a membership to FamilyMart and 7-11, while some had only a membership to either, and some had not applied for a convenience store membership. Among the interviewees who had convenience store apps, the functions they used were usually order collection, coffee delivery, or shipping, but few of them knew about Cherish Food.

In this section, it was divided into three parts. The first part was to discuss the interface, functions and effectiveness of Cherish food, the second part was to ask the interviewees to give their suggestions on Cherish food and how to improve the app

problems, and the third part was to ask the interviewees to share how they could increase the usage of Cherish food and share the related promotion techniques.

Almost all of the interviewees thought that the interface of Cherish food was clear and easy to operate, and some of them thought that the app design was beautiful and comfortable to use. In the analysis of its effectiveness, most of the interviewees mentioned that Cherish Food can really improve the problem of food waste, and there is a win-win situation for both buyers and sellers, as buyers can buy surplus food at a cheaper price and help reduce food waste, while sellers can also reduce the cost of consumables. Some interviewees mentioned that the item search function was particularly appealing to them. Using keyword search, they could find the food they wanted accurately and quickly, avoiding the result of a punt. Most of the interviewees said that the app is easier to use than the 7-11 app, with a clean and tidy screen and a more user-friendly design.

“If I don't have that much money with me today, I will probably use the app to find what I want to eat first. I can quickly find the food I want, and if I can't find it, I can directly look for the next store, so I won't waste time.” (Interviewee A)

“I think this app is clearer than 7-11's. It's like a google map, so you can quickly see where there are still expiring products. I think the store collection function is good, so I don't have to search the store name every time.” (Interviewee D)

“I think this is a great app for hungry people to find food in a timely manner. I think the single item search is the most attractive to me, I can use keywords to find the instant products quickly and accurately.” (Interviewee E)

“The interface is very user-friendly, the words are big, the interface is beautiful, and it looks easy to operate. In addition to reducing food waste, it will also help people who need to consider the price of buying meals or who have financial difficulties, because the discount is quite sensational.” (Interviewee I)

“The advantages are that it can reduce the problem of food waste to a certain extent, let everyone buy the same food at a lower price, and help people who have difficulty choosing to narrow down their choices.” (Interviewee K)

Suggestions for Cherish Food

Some interviewees thought that the popularity of Cherish food was not high and made many suggestions. Some suggested that the delivery platform could be combined with the surplus food app, meaning that the delivery platform could point to the expiring items to increase the exposure of the expiring items. Some suggested that the surplus food app could cooperate with other brands to not only do this in the FamilyMart, but also let other consumers know about the surplus food, and even let other stores follow the example of Cherish Food.

Some interviewees suggested that the app could be updated regularly to avoid inconsistencies between the number of surplus foods shown in the app and the scene; others suggested combining the maps in the app with the FamilyMart, so that if you want to see vegetarian products today, you can check the vegetarian option and jump directly to the vegetarian map to see if there are vegetarian surplus foods, or even vegetarian food that has not yet become a ready-made product. It is also possible to add the function of favorite foods, so that when there is a favorite food item, a notification will pop up to remind consumers that they can start to buy it; and interviewees suggested that Friendly Time add a price ranking function, so that the price of the item can be listed from low to high, or a price range can be set, so that people with budget constraints can find food within their budget more quickly.

“I would like to suggest this app to add the function of sorting the products by price, because there may be people with budget constraints, and it would be better if I can find the products within my budget directly and quickly. The prices from low to high or from high to low would be easier to see at a glance.”

(Interviewee A)

“I think they can achieve food logistics, that is, they can order expiring items on the delivery platform, and if delivery and surplus foods can be combined, it can also increase exposure and let people know that there is a sustainable cycle for food.” (Interviewee C)

“The disadvantage is that the popularity rate is not high. We suggest advertising more or making posters to advertise at the entrance of the FamilyMart.”
(Interviewee D)

“The number of APPs will be inconsistent with the site, people who don't get it may be very angry, and if this is often the case, less and less people will be willing to use it. It is recommended to update the system regularly so that there is no error as much as possible.” (Interviewee E)

“It would be better if all the other maps were integrated in the same map. If you want to see the vegetarian products today, you can check the vegetarian option and see the remaining vegetarian food. I suggest Cherish Food to add a favorite food item, so that when there is an expiring item, a notification will pop up to remind consumers to buy it.” (Interviewee J)

Methods to Increase the Usage Amount of Cherish Food

Most of the interviewees mentioned youtube ads, or asking relevant netizens to share the app; some mentioned that they could spend some time explaining the functions of Cherish Food through campus promotion, or asking people to put up posters at schools to promote the app; some suggested asking FamilyMart store staff to recommend the app to the public; a few interviewees suggested newer methods of promotion, such as asking youtubers who are not usually concerned about surplus food issues to promote the app; and introducing a delivery service. A few interviewees suggested more innovative publicity methods, such as asking youtubers who are not usually concerned about the issue of surplus food to promote it; launching a campaign to distribute surplus food, asking 7-11 to distribute the purchased surplus food to those in need, similar to the concept of food donation.

“You can ask the store staff to recommend it to the public, so it's faster.”
(Interviewee D)

“We don't have to just ask the youtuber who cares about environmental protection for help. If we have people who usually talk about other issues to promote it, we may have different perspectives to share and absorb different audience groups.” (Interviewee G)

“The youtube ad can be used for about six seconds to let people receive the message first, and after a long time, more and more people will be interested.” (Interviewee I)

“I think the function of the app needs time to explain, you can promote it through the campus. When using the app, you can pop up the update notice to remind people of this function.” (Interviewee J)

Feedback After the Interview

In order to find out whether the interview had brought any positive benefits to the interviewees, the researcher asked the interviewees about their feedback after the interview. Some of the interviewees especially thanked the researcher for conducting the interview, which made them more aware of food waste and reminded them that they need to observe their own behaviors to see if they are facing the problem and making improvements; some of the interviewees also mentioned that public welfare organizations are not the only ones who do these things, but convenience stores are also starting to do something for the earth, and there is a feeling of a group of people working together for the goal.

“I am impressed by the function of the app, and I can download this app to find the instant things. I would be willing to try to look at expiring items, such as bread and fruit, because I usually buy drinks at the convenience stores.” (Interviewee D)

“I know more about what surplus foods are, and I know people are doing it. I used to think that only charity organizations would do this, but now I know that there are businesses that do this.” (Interviewee E)

“When it comes to ways to deal with surplus food such as solidarity fridge, surplus food restaurants, etc., these may make people think that those are leftovers from others, and they will also question the food safety part. I think unopened food still make people more willing to consume, and the way of surplus food APP can reduce the problem of food waste.” (Interviewee L)

CONCLUSION

The purpose of this study was to determine the relationship between college students' awareness of food waste and the use of surplus food apps. It aimed to examine how understanding the consumption behaviors and attitudes of college students could increase the use of surplus food apps. The study used in-depth interviews to collect data. 15 online interviews were conducted, and the final decision was made to use data from 10 of them, and the participants were between the ages of 18 and 24. According to the data collected, college students generally had basic knowledge of food waste, but were not familiar with the reports and articles on it, did not usually pay attention to related issues, and hardly remembered knew the content even if they have watched related videos before; some college students know little about the term surplus food and had little exposure to friendly food. Some university students had little knowledge of the term "surplus food" and had hardly ever come into contact with Cherish Food, so it could be said that they were not aware of the existence of the Surplus Food App.

Furthermore, the findings of this study focused on understanding the reasons why college students did not use the app and their perceptions of the app. The data collected show that college students were aware of the issue of food waste, and the most they could do is to control their shopping desires, not to buy too many ingredients, not to order too many meals, and to avoid wasting food arbitrarily. In terms of surplus food solutions, there is still room for improvement in the shared refrigerators, food banks, and surplus food restaurants that college students knew about, and they hardly touch this part in their daily lives. In addition, college students had positive thoughts about the surplus food app and think that it was a more relevant way of life.

Therefore, the FamilyMart can improve the usage of the app by improving the following points. The first point is to update the system regularly, so that the number of surplus food displayed in the app will not be inconsistent with the scene. The second point is to combine all the map functions in the app, and even put the food that has not yet become expiring into the map. The third point is to add the function of collecting food. The fourth point is to add the function of price list. Therefore, if the FamilyMart can satisfy these four points, college students are more likely to be attracted to Friendly Food and use the app to reduce food waste.

In conclusion, by combining the above suggestions with appropriate publicity, the results of this study can help the FamilyMart understand how to increase the exposure of Cherish Food and make the app accessible to more college students, as well as raise awareness of food waste and surplus food, allowing everyone thinks deeply about this globally important issue.

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APPENDIX A

Section 1

Q1: Self-introduction (name, age, gender)

Q2: Monthly income (food expenses)

Q3: Average weekly spending at supermarkets

Q4: Do you have a habit of buying special products from supermarkets (or do you pay special attention to this information), and how much discount is more attractive to you?

Q5: Do you avoid buying expiring foods? Do you prefer to buy food with a longer shelf life?

Section 2

Q1: What is the concept of food waste?

Q2: Do you think food waste is a serious problem? Explain

Q3: How much do you know about the Sustainable Development Goals (SDGs)?

Q4: Have you read any articles or articles about food waste?

Q5: Do you think you can do your part in this area?

Q6: Do you know the term "Surplus Food"? What is your first reaction to this term?

Section 3

Q1: Are you aware of any ways to solve the problem of surplus food? For example: solidarity fridge, food bank, surplus food restaurant or any surplus food app?

Q2: Do you usually use convenience stores' apps and know about food-related issues?

Q3: Do you know FamilyMart's Cherish Food? First impressions? How easy is the app to use in your experience?

Q4: Can I find the right food for me faster with this app?

Q5: Evaluate the effectiveness of the app.

Q6: What do you think are the advantages and disadvantages of the surplus food app?

Do you have any suggestions?

Q7: How do you think we can increase the usage of the app?

Q8: Would you like to use it in the future? Would you like to recommend it to your friends and family?

Q9: Do you have a better understanding of food waste and surplus food after the interview? Or what ideas have been changed?

APPENDIX B

訪談對象：Interviewee A

訪談內容

Q: 有無購買超商特價品的習慣或特別關注這方面的訊息?商品折扣幾折以上對你來說更有吸引力?

A: 會先評估這個商品是要馬上吃或是過幾天才吃。如果是要馬上吃，會稍微看一下特價商品是不是自己喜歡的。折扣 8 折以上就蠻吸引人的。我選擇產品的習慣是先根據喜好才會考慮金額，所以今天打折品如果不是我喜歡的口味，我也不會買。

Q: 是否會避免購買即期食品? 偏向選擇保存期限較長的食品?

要看我當下對於這個產品的需求。如果是要馬上吃的，即期品就可以考慮。我選擇產品的習慣是先根據喜好才會考慮金額，所以今天打折品如果不是我喜歡的口味，我也不會買。

A: 假如今天是買牛奶會刻意挑期限較長的嗎?

這個跟分量有關，如果是小瓶的話就隨便拿，因為馬上就會喝完；如果是大瓶的，就會刻意挑日期比較後面的，因為一個人會喝不完。

Q: 對食物浪費的概念?

A: 點的東西沒有吃完，或是新鮮的食材放到過期。

Q: 認為食物浪費是一個嚴重問題? 詳述原因

A: 是一個嚴重問題。因為現在糧食缺少是全球的嚴重問題之一，所以其實食物非常珍貴，之前有看到很多紀錄片，內容關於那些從高檔的餐廳丟掉的食材，都可以再吃的，但為了講求美觀把很多的菜浪費掉。

Q: 對永續發展目標(SDGs)有多少了解?

A: 我知道他有 17 個目標，其中有包含解決飢餓跟食物有關的目標，還有永續發展那部分。其實現在的教科書或是全球的目標都有導向 SDGs 的發展。

Q: 曾看過食物浪費相關議題的報導或文章?

A: 會看到很多食物浪費的議題出現，然後就會有相關報導如何減少。

Q: 那有看到特別印象深刻的方法或是其他國家如何減少食物浪費?

A: 很多地方會找機構去送愛心，如果有便當沒吃完，就會找人去發送給需要的人；會有預購的方式，限量避免食物浪費。有些中小學的營養午餐會有剩菜剩飯，如果是中央廚房還會再分給有需要的學生。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?

A: 買食材或買東西的時候盡可能規劃什麼時候煮完，剩菜盡可能先吃完，不要買外食，以清冰箱為主；如果是自己比較可以做到就是減少食材浪費。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

A: 有聽過剩食，第一反應就是剩下的食物。沒有正面或負面的名詞，如果直接丟掉會變廚餘，如果拿去送愛心，可能就會是剩食。

Q: 是否了解任何解決剩食的方法? 例如: 共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

A: 有看過共享冰箱, 但我覺得他比較像是愛心冰箱, 不太像是剩食的解決方法, 共享冰箱還要定期清理。國外有很多餐廳會收購外觀比較醜的蔬果, 把他轉變為食物, 或是工廠將他轉變為加工食物。我有看過超商的 app, 我知道 7-11 跟全家都有提出折扣方式解決剩食, 但不確定有沒有剩食 app。

Q: 那你知道他們超商有規劃即期品放在同一區嗎?

A: 知道, 如果我需要的話會特別去挑選, 他們其實都還在保存期限裡, 食物都沒有壞掉, 我瞭解上面標示的保存期限也只是最佳賞味期限, 不是過了期限就會馬上壞掉。

Q: 平常會使用超商 app? 了解食物相關的訊息?

A: 我會使用超商 app, 但不會關注食品的相關訊息。

Q: 你有聽過友善食光嗎?

A: 有聽過, 但沒有使用過。

Q: 那你覺得介面是否容易操作?

A: 我覺得應該還算可以, 因為標示都蠻清楚的。

Q: 那你對他第一印象如何? 覺得他的功能如何?

A: 我覺得很棒, 有一個 app 可以讓我直接看, 如果我今天錢沒有帶那麼多, 我可能會先以 app 裡面的食物去找我要吃的, 這樣對我來說會比較方便。

Q: 使用這個 app 能否更快找到適合自己的食品?

這部分可能不太清楚, 因為只有用過幾次。(即時定位、收藏店鋪、單品搜尋)

Q: 那我就大概跟你介紹他的定位功能, 如果你在文藻的話, 他可以幫你定位, 然後直接找尋附近的全家在哪裡, 若地圖上的標示為彩色的圖案, 代表那家超商有即期品, 如果是灰色的就代表即期品賣完了或是沒有即期品。還有個功能是可以收藏店鋪, 在想收藏的店鋪右上角點一下愛心, 下次就可以直接從收藏店鋪的地方去找該分店有沒有剩食, 不用每次都要搜尋店家。

A: 通常去超商的人都講求快速, 所以如果有這個功能, 我會覺得很方便, 我可以很快的找到我要的食物, 如果找不到, 我可以直接找下一家, 就不會浪費時間。

Q: 你覺得哪個功能對你來說會更好用?

A: 應該是收藏店鋪跟單品搜尋。因為如果我都在熟悉的地方, 這兩個功能就夠了, 但如果我去陌生的地方, 即時定位也是很需要。

Q: 你認為這個 APP 是否能夠有效減少食物浪費? 或是造成買賣家雙贏的局面?

A: 我認為賣家可以降低耗損率, 減少賠錢的成本。我覺得可以改善食物浪費, 就像前面所說, 如果我是經濟狀況比較不允許, 零用錢沒那麼多的人, 我就會買剩食, 同時也可以改善剩食的問題, 在購買的同時, 會有為地球盡一份心力的感覺, 省錢又可以行善; 對買家來說, 購買剩食幾乎沒有任何缺點。

Q: 認為剩食 app 的優缺點為何?有無任何建議?

A: 優點就如同前面所講，缺點目前暫時沒有想到。我會建議這個 app 增加商品依照價格排列的功能，因為可能有人預算限制，如果我可以直接快速的找到預算內的商品會更好。價錢由低至高或由高至低會讓人更一目了然。

Q: 認為如何能夠提升 app 使用量?(Youtube 廣告、請關注環保議題的網紅宣傳)

A: 我覺得請網紅宣傳還蠻有用的，因為現在很多 youtuber 提倡環保，他們的影響力比廣告強，他們的粉絲都是有忠誠度，所以從網紅投入資金宣傳，一定會有成效。如果投放廣告，可能效果不大，吸引不了平常沒有關注環保議題的人。我覺得校園宣導也可以。

Q: 校園宣導是指大學生嗎?

A: 我覺得高中以上都可以，因為高中、大學的學生蠻常外食的，屬於零用錢沒有那麼多的族群，可能會需要省錢。

Q: 未來願意使用?是否有意願推薦給身邊的親朋好友?

A: 我不太會使用，因為我很少在超商購買食物，但如果我身邊好友很喜歡吃超商的食物，我就會推薦給他，可能會有需要用這個 app。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解?或是哪些想法受到改變?

A: 我覺得剩食 app 的曝光度還沒有很高，之前有看過新聞，但沒有詳細介紹。

訪談對象: Interviewee B

訪談內容

Q: 有無購買超商特價品的習慣或特別關注這方面的訊息?商品折扣幾折對你來說更有吸引力?

B: 會，會特別關注特價品看有沒有需要的。六、七折比較會有吸引力，如果是八折就沒什麼特別的。

Q: 是否會避免購買即期食品?偏向選擇保存期限較長的食物?

B: 我不會避免購買即期品，原因是我覺得沒什麼差別，很多過期的東西也會吃。而且家裡會存放很多零食，有時候都會放到過期，想說不如買即期品，回家比較會記得吃，另一方面也是避免浪費食物。如果大家都買期限較長的食物，那即期品就沒有人會買，所以會特別去看看有什麼即期品可以購買。

Q: 對食物浪費的概念?

B: 每個人的觀念應該有蠻多的差異，如果今天東西沒吃完，父母就會覺得隔夜菜不要吃，丟掉沒關係，但我心裡會覺得很浪費。

Q: 認為食物浪費是一個嚴重問題?詳述原因

B: 我覺得如果沒有搜尋相關議題，我不太覺得很嚴重，但當我觀察身邊的人事物，會發現好像真的浪費蠻多食物，也有看到其他國家的人經濟狀況不好，有些人甚至沒東西吃。所以如果有特別關注這個議題，會多思考，才會意識到食物浪費是很嚴重的。

Q: 對永續發展目標(SDGs)有多少了解?

B: 有 17 個目標，全球為了這些永續目標一起努力。

Q: 我大概跟你提一下，食物浪費的問題跟 12.3 的目標有關，聯合國希望全球

B: 可以在 2030 年前，將零售和消費者方面的全球人均糧食浪費減半，並減少生產與供應鏈上的糧食損失。

Q: 曾看過食物浪費相關議題的報導或文章?(如何減少食物浪費)

B: 之前因為學校課程，有加入一個跟剩食相關的 FB 社團，就是如果有吃不完的食物會有人發布出來，然後讓接受且方便拿的人去拿。但有時候會想說拿的那些人是為了拿而拿嗎?是否真正需要?因為有人說，幾乎都是固定那幾個人回應要拿，然後大部分都是北部的人在發文，中部或南部就很難有連結。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?(少丟棄食物、關注相關議題)

B: 有時候需要控制自己的購物慾，吃的量只要滿足自己七、八分飽就好，不要每次都要買很多，吃到十分飽，食物太多會更難預測自己的食量到哪裡。分量要抓好，從身邊這些事情做起。我都會特別關注環保議題，身旁也有一些人關注，會從他們的社群平台得知相關訊息。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

B: 有點像是 NG 品，還能用、還能吃但由於包裝因素或美觀問題而被淘汰。但我對於剩食第一反應還是會覺得這是別人剩下不要的食物，比較偏負面的想法。

Q: 是否了解任何解決剩食的方法?例如：共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

B: 知道共享冰箱，但沒有深入了解。不太清楚剩食餐廳是什麼?

Q: 菜市場每天賣剩下的蔬果非常的多，剩食餐廳會將剩餘蔬果重新變成一道道菜，呈現在餐桌上。

Q: 平常會使用超商 app?了解食物相關的問題(打折、剩食)?

B: 不會使用。

Q: 聽過友善食光?第一印象?在使用經驗中，這款 app 是否容易操作?(介面)

B: 有聽過，第一印象是覺得有人著手關注食物浪費的問題，聽到蠻開心的。之前沒有使用過，剛剛看了 APP 的介紹，覺得應該不會太難操作。

Q: 使用這個 app 能否更快找到適合自己的食品?有沒有哪個功能特別吸引你?(即時定位、收藏店舖、單品搜尋)

B: 我覺得三個主要功能(即時定位、收藏店舖、單品搜尋)都需要相輔相成，有這些功能會促使我瞭解這個 APP，有一定的誘惑。

Q: 會讓你更快找到想要的食品嗎?

B: 我覺得會，隨時滑一下 APP 就可以看食品。

Q: 你覺得這個 APP 能否改善食物浪費問題?

B: 我覺得多少可以。

Q: 認為剩食 app 的優缺點為何?有無任何建議?

B: 沒有什麼建議。

Q: 認為如何能夠提升 app 使用量?(Youtube 廣告、請關注環保議題的網紅宣傳)

B: 我覺得網紅如果拍好笑的影片，提到這個 APP 應該蠻不錯。我個人比較喜歡看 youtube，所以會偏向推薦 youtuber 宣傳。

Q: 未來願意使用?是否有意願推薦給身邊的親朋好友?

B: 未來可能不太會使用，因為很少去便利商店。如果身旁的朋友對環保比較有想法，我有可能會推薦他，但也要他常去便利商店。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解?或是哪些想法受到改變?

B: 有，更了解全家 app，聽到剩食這些議題後，對環保意識有提升。如果身旁沒有人提醒我，可能會越來越無感。當我沒有關注這方面的訊息，就覺得沒什麼差別，採訪過程中，有聊到 SDGs，才發現原來有很多人一起努力讓地球變好，不是只有自己一個人孤軍奮鬥。

訪談對象: Interviewee C

訪談內容

Q: 有無購買超商特價品的習慣或特別關注這方面的訊息、商品折扣幾折以上對你來說更有吸引力?

C: 有，會特別去看特價品，再決定當下要吃什麼。只要有折扣都可以，不在乎幾折。

Q: 是否會避免購買即期食品? 偏向選擇保存期限較長的食物?

C: 分兩種情況，如果當餐要吃，我不會避免，而且對環境也算是一件好事；但如果是要買零食的話，就會偏向選擇保存期限長的。

Q: 對食物浪費的概念?

C: 本該被食用的東西沒有吃完就是食物浪費。

Q: 認為食物浪費是一個嚴重問題? 詳述原因

C: 是，聯合國有統計相關數據，沒有妥善處理的食物數量蠻大，食物浪費僅次於氣候變遷的嚴重問題之一。

Q: 對永續發展目標(SDGs)有多少了解?

C: 在 IPCC 氣候變遷的文章有看過食物浪費的內容，裡面提到的 17 項目標，還有 169 項小標，我都有大略瞭解。

Q: 那你對於 SDGs 的想法為何?

C: 我覺得落實跟目標有很大的距離，行動方案寫得很好，但有點偏向報告書，發展目標沒有強制力，可能不太有人在意與執行，甚至大家不一定會意識到食物浪費的嚴重性。

Q: 曾看過食物浪費相關議題的報導或文章?(如何減少食物浪費)

C: 這類報導我從小看到大，無論是慈濟或各項組織，特別印象深刻就是聯合國的報導。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?(少丟棄食物、關注相關議題)

C: 是，我覺得我可以吃完自己的食物，不要點過量的食物；我還可以針對這部分進行學術的研究，雖然我不是這方面的專家，但在我的專業盡可能的尋找解決方法。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

C: 知道，第一反應是覺得很棒，終於出現一個名詞，像是全球暖化這種專有的名詞，我認為這包含了行動計畫。

Q: 是否了解任何解決剩食的方法? 例如：共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

C: 了解，家裡附近的超市門口有食物銀行，可以把還沒過期的食物放進冰箱，給有需要的人。其實食物銀行會有那種隨意丟棄食物的人，但我認為這也算是一種針對買太多食物的挽救方法。食物銀行標榜是食物善用資源循環的目標，可以減少食物浪費。

Q: 平常會使用超商 app?了解食物相關的問題(打折、剩食)?

C: 會，7-11 跟全家都有。

Q: 聽過友善食光?第一印象?在使用經驗中，這款 app 是否容易操作?(介面)

C: 不曾使用過。

Q: 那你覺得他的介面如何?

C: 我覺得這是很棒的 APP，第一印象覺得很方便、介面好操作，在哪家店、何時有食物都有顯示出來，我覺得這點大大取勝 7-11，我去 7-11 買飯糰都會站在那裡很久，很多次遇到店員剛好在貼折扣貼紙，才發現可以買即期品了。

Q: 使用這個 app 能否更快找到適合自己的食品?(即時定位、收藏店鋪、單品搜尋)

C: 我覺得主要功能都很好，以消費者的角度來說，收藏店鋪的功能方便性高。

Q: 評估 app 的有效性(能否改善食物浪費問題、買賣家雙贏)

C: 廠商當然會希望即期品可以收到利潤，針對買家也可以節省成本。買賣家都是地球上的人，同樣可以為地球盡一份心力，我覺得這樣會是雙贏的局面，促進環境的永續。

Q: 認為剩食 app 的優缺點為何?有無任何建議?

C: 優點如同前面所說，缺點的部分是每家剩食的數量不同，也有可能找不到自己想要的產品。我認為他們可以達成食品物流，就是在外送平台也可以點到即期品，如果外送跟剩食可以結合，也能增加曝光度。讓大家知道針對食物的永續循環，多了這一個方法。

Q: 認為如何能夠提升 app 使用量?

C: 直接跟大家常用的 APP 融合，例如:food panda。建議 food panda 可以新增即期品與非即期品的選項，讓消費者選擇是否購買即期食品。

Q: 未來願意使用?是否有意願推薦給身邊的親朋好友?

C: 會，也會推薦給別人，為了讓環境更好。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解?或是哪些想法受到改變?

C: 終於知道有人終於針對超商的剩食提供解決方法，這個 app 讓我印象深刻。

訪談對象: Interviewee D

訪談內容

Q: 有無購買超商特價品的習慣或特別關注這方面的訊息、商品折扣幾折以上對你來說更有吸引力?

D: 特別會去看喜歡的飲料，看有沒有買一送一。折扣部分還好，買一送一比較吸引我。

Q: 是否會避免購買即期食品?偏向選擇保存期限較長的食物?

D: 會偏向選擇保存期限較長的食物，因為我覺得這樣比較新鮮、健康，飲料如果是當天的話，即期比較便宜就會買。但如果是買飯類會選期限長的，怕即期的裡面有很多細菌。

Q: 對食物浪費的概念?

D: 丟還可以吃的東西到廚餘桶就是浪費，如果累積很多東西到過期，這個也算食物浪費。

Q: 認為食物浪費是一個嚴重問題?詳述原因

D: 對，如果對比其他國家沒東西吃，就算是蠻嚴重的問題。

Q: 對永續發展目標(SDGs)有多少了解?

D: 我記得是環保的標章嗎?

Q: 沒有，那是聯合國的永續發展目標。

D: 是為了降低汙染、環境保護那些的嗎?我只在課堂上聽過這幾個東西，平常我也不太會注意這個部分。

Q: 曾看過食物浪費相關議題的報導或文章?(如何減少食物浪費)

D: 很少，只記得老師在課堂上播放不要浪費食物的影片，或是國小、國中社會科老師會說不要浪費食物、降低二氧化碳。我都不會主動關心這部分的訊息。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?

D: 買自己喜歡吃的食物，也不要超過自己能負荷的量，就不會浪費。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

D: 食物沒有賣出，然後過期被丟棄了。

Q: 那我跟你大概講一下剩食的定義。可能市場上賣了一些醜蔬果，沒有人願意購買，最後只能丟棄，但那還是可以吃的，明明還能吃，卻因為外觀或其他因素直接被丟掉，這些食物就叫做剩食。

Q: 是否了解任何解決剩食的方法? 例如: 共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

D: 沒有。

Q: 平常會使用超商 app? 了解食物相關的問題(打折、剩食)?

D: 會用 7-11 的 app 對發票、累積點數, 因為 7-11 分店比較多, 所以沒在用全家的 app。

Q: 聽過友善食光? 第一印象? 在使用經驗中, 這款 app 是否容易操作?(介面)

D: 我覺得蠻不錯, 降低超商把食物丟掉的機率。我覺得介面很清楚、明瞭, 裡面還有教學示範, 我覺得這個 app 比 7-11 的還要清楚!

Q: 使用這個 app 能否更快找到適合自己的食品?(即時定位、收藏店鋪、單品搜尋)

D: 可以, 他就像 google map 一樣, 可以快速的看到哪裡還有即期品。我覺得收藏店鋪功能還不錯, 不用每次都要搜尋店名。

Q: 評估 app 的有效性(能否改善食物浪費問題、買賣家雙贏)

D: 我覺得可以改善食物浪費, 但效果可能比較小, 因為比較少人知道這個 app, 多打廣告大家應該比較知道, 才能促進更多人下載。

Q: 認為剩食 app 的優缺點為何? 有無任何建議?

D: 可以快速知道超商的剩食數量, 缺點就是普及率不高, 建議多打廣告, 或是製作海報貼在全家門口宣傳。

Q: 認為如何能夠提升 app 使用量?(Youtube 廣告、請關注環保議題的網紅宣傳)

D: 可以請店員跟民眾推薦 app, 這樣比較快。

Q: 未來願意使用? 是否有意願推薦給身邊的親朋好友?

D: 會想用看看, 我覺得還不錯, 如果身邊親友有興趣的話, 就會推薦他們。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解? 或是哪些想法受到改變?

D: 有, app 的功能讓我印象深刻, 可以下載這個 app 找即期的東西。改變的部分, 我會願意嘗試看看即期品, 例如: 麵包、水果, 因為平常在超商幾乎都買飲料。

訪談對象: Interviewee E

訪談內容

Q: 有無購買超商特價品的習慣或特別關注這方面的訊息、商品折扣幾折以上對你來說更有吸引力?

E: 沒有, 通常只鎖定想要買的商品。七折以上比較有吸引力, 如果看到折扣很多的話, 會考慮自己是否需要這項商品。

Q: 是否會避免購買即期食品? 偏向選擇保存期限較長的食品?

E: 不會, 因為進超商都是買當下要吃的。一直以來的習慣就是拿最前面的商品, 不會挑選期限長的。

Q: 對食物浪費的概念? (被丟棄、損失、沒吃完的食物)

E: 點了一堆自己吃不完的東西, 沒吃完就是很浪費的事情。

Q: 認為食物浪費是一個嚴重問題? 詳述原因

E: 是, 因為很多流浪漢都吃不飽, 如果還浪費就很嚴重。

Q: 對永續發展目標(SDGs)有多少了解?

E: 完全不了解。

Q: 那我大概跟你提一下, 他是聯合國制定的永續發展目標, 其中食物浪費的問題跟 12.3 的目標有關, 聯合國希望全球可以在 2030 年前, 將零售和消費者方面的全球人均糧食浪費減半, 並減少生產與供應鏈上的糧食損失。

Q: 曾看過食物浪費相關議題的報導或文章? (如何減少食物浪費)

E: 看過共享冰箱的文章, 覺得這個方法很好。

Q: 是否認為自己可以在這部分盡一份心? 能做到什麼程度? (少丟棄食物、關注相關議題)

E: 可以做到自己不要浪費, 叫家人、朋友也不要浪費。

Q: 是否知道「剩食」這個名詞? 對這個名詞第一反應?

E: 被浪費、被剩下的食物。

Q: 那我再多跟你補充剩食的定義。可能市場上賣了一些醜蔬果, 沒有人願意購買, 最後只能丟棄, 但那還是可以吃的, 明明還能吃, 卻因為外觀或其他因素直接被丟掉, 這些食物就叫做剩食。

Q: 是否了解任何解決剩食的方法? 例如: 共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

E: 之前超商好像會發愛心便當給街友, 把剩下的食物都包一包分發出去。

Q: 平常會使用超商 app? 了解食物相關的問題(打折、剩食)?

E: 用 7-11 寄貨或集點數, 7-11 會有一些打折的訊息, 但不會特別關注。

Q: 聽過友善食光? 第一印象? 在使用經驗中, 這款 app 是否容易操作?(介面)

E: 我覺得這是很棒的 APP, 讓肚子餓的人及時找到食物, 同時也可以比較便宜, 還能解決食物浪費。介面感覺很容易, 年輕人應該都會操作。

Q: 使用這個 app 能否更快找到適合自己的食品?(即時定位、收藏店舖、單品搜尋)

E: 我認為單品搜尋最吸引我, 可以用關鍵字快速、準確的找到即期品。

Q: 評估 app 的有效性 (能否改善食物浪費問題、買賣家雙贏)

E: 賣家可以多賺錢, 買家也可以以更便宜的價格找到想要的食物。

Q: 認為剩食 app 的優缺點為何? 有無任何建議?

E: 優點如上, 缺點可能是 APP 的數量會跟現場不一致, 沒買到的人可能會很生氣, 如果經常如此, 就越來越少人願意使用。建議定期更新, 讓系統盡量不要出錯。

Q: 認為如何能夠提升 app 使用量?(Youtube 廣告、請關注環保議題的網紅宣傳)

E: 可以讓買即期品的人累積的點數雙倍。APP 可以推出分送剩食的活動，可能食物不是自己想吃的，但還是可以幫忙購買，再請 7-11 分送給需要的人。這樣就可以提高使用量，很多人可能願意響應這個活動。

Q: 未來願意使用?是否有意願推薦給身邊的親朋好友?

E: 可能會想用用看，沒有什麼損失，也可以幫助減少浪費。如果覺得還不錯用，會推薦給別人。而且使用剩食 APP 的同時，會看到其他商品打折或推出的訊息，這樣可能也可以促進全家的消費。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解?或是哪些想法受到改變?

E: 有，我比較知道什麼是剩食，也知道有人在做這部分。以前的觀念是只有公益組織才會做這方面的事情，現在才知道有商家推出這個功能。

訪談對象: Interviewee F

訪談內容

Q: 有無購買超商特價品的習慣或特別關注這方面的訊息、商品折扣幾折以上對你來說更有吸引力?

F: 超商沒有，如果去大賣場比較會有興趣關注，因為超商的折扣沒有像大賣場這麼多。七折以上較有吸引力。

Q: 是否會避免購買即期食品? 偏向選擇保存期限較長的食品?

F: 如果飲料是買大罐的，會買期限較長。小罐的話，反而會去購買即期品，因為通常會比較便宜，放在那裏應該也不會有人購買，避免浪費我會去買。

Q: 對食物浪費的概念?

F: 明明還可以吃，但可能因為放到忘記就浪費了。

Q: 認為食物浪費是一個嚴重問題? 詳述原因

F: 蠻嚴重的，台灣算是物資充足的國家，在這種情況下，可能比較少人注意到這方面的問題。

Q: 對永續發展目標(SDGs)有多少了解?

F: 在上課的時候有聽過，但自己沒有多了解。我覺得是一個對人類社會蠻不錯的目標，我們可以從身邊開始做起。

Q: 曾看過食物浪費相關議題的報導或文章?

F: 以前在學校上課會播放相關的報導影片，但內容幾乎都不記得了。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?

F: 去大賣場購買自己能吃完的即期品，向身邊的朋友宣傳珍惜食物這個概念。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

F: 不知道。

Q: 那我大概跟你講一下剩食的定義。可能市場上賣了一些醜蔬果，沒有人願意購買，最後只能丟棄，但那還是可以吃的，明明還能吃，卻因為外觀或其他因素直接被丟掉，這些食物就叫做剩食。

Q: 是否了解任何解決剩食的方法? 例如: 共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

F: 沒有, 因為這個名詞我也是第一次聽說。好像有聽過食物銀行。

Q: 食物銀行有點像是將吃不完的食物交給機構, 他會拿去分送給需要的人。

F: 我覺得這個理念不錯。

Q: 平常會使用超商 app? 了解食物相關的問題(打折、剩食)?

F: 沒有, 只會用爸媽的會員集點。

Q: 聽過友善食光? 第一印象? 在使用經驗中, 這款 app 是否容易操作?(介面)

F: 還蠻方便, 介面看起來容易操作, 對年輕人應該不會複雜, 對老人家來說可能會有點複雜, 因為老人家對手機比較不熟悉。

Q: 使用這個 app 能否更快找到適合自己的食品?(即時定位、收藏店鋪、單品搜尋)

F: 可以, 一公里內的店家都會顯示出來, 可以不用跑太遠。

Q: 評估 app 的有效性(能否改善食物浪費問題、買賣家雙贏)

F: 平常有在關注這方面的議題的人, 可以使用這個 app 找到即期品, 避免食物浪費。

Q: 認為剩食 app 的優缺點為何? 有無任何建議?

F: 優點如上, 缺點還沒想到。

Q: 認為如何能夠提升 app 使用量?(Youtube 廣告、請關注環保議題的網紅宣傳)

F: 請 youtuber 或網紅可能是比較有效的方法, 也能藉由學校的課程推廣, 請大學工讀生在學校張貼海報。

Q: 所以你覺得在國小、國中也可以推薦這個 app?

F: 對, 因為小孩比較聽得進去新資訊, 而且小孩回家後, 會跟父母分享, 讓他們也關注到這個 app。

Q: 未來願意使用? 是否有意願推薦給身邊的親朋好友?

F: 會, 想使用看看, 看起來還蠻有趣的, 如果我使用過覺得還不錯, 就會推薦給家人、朋友。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解? 或是哪些想法受到改變?

F: 有, 我知道了共享冰箱相關的方法。我本來就是不喜歡浪費食物的人, 所以沒有想法受到改變。

訪談對象: Interviewee G

訪談內容

Q: 有無購買超商特價品的習慣(或特別關注這方面的訊息)、商品折扣幾折以上對你來說更有吸引力?

G: 會特別留意打折的商品, 會在其中選自己喜歡的口味購買。七折以上就覺得蠻多的。

Q: 是否會避免購買即期食品? 偏向選擇保存期限較長的食物?

G: 不會, 如果是小罐的牛奶會買即期品, 但如果是大罐的就會選期限長的, 因為要避免放太久壞掉, 最後會喝到不新鮮的。

Q: 對食物浪費的概念? (被丟棄、損失、沒吃完的食物)

G: 點了東西沒有吃完; 明明是很好的東西, 卻因為長得醜被丟掉。

Q: 認為食物浪費是一個嚴重問題? 詳述原因

G: 我覺得是蠻嚴重的問題, 之前有看過報導, 台灣人浪費食物的量是以噸來計算的, 還有這些拋棄掉的食物是可以有效的利用讓更多人吃飽。

Q: 對永續發展目標(SDGs)有多少了解?

G: 聯合國的永續發展目標, 總共有 17 樣, 17 裡面再分為 169 項的小目標。17 樣裡面有包括飢餓、貧窮, 或是森林海洋都有。而終止飢餓的部分, 我們國家現在食物資源是算富足的, 這個目標可能希望可以獲得更好的平均值, 不會像有些人會點的東西就浪費, 卻有些人需要到垃圾桶找食物吃。

Q: 曾看過食物浪費相關議題的報導或文章? (如何減少食物浪費)

G: 有看過剩食餐廳相關的文章, 有些人開餐廳, 沒有賣完的食物會發送給街友。

Q: 是否認為自己可以在這部分盡一份心? 能做到什麼程度?

G: 好好的吃完自己所有買的東西, 有時候買東西當下是想要的, 卻會不小心放到超過期限, 但如果期限沒有超過太久, 還是會把食物吃完。我常常會忘記有買食物, 後來在冰箱上貼一個小白板, 紀錄冰箱裡的食物, 後來有意識的提醒自己, 在買東西會先看冰箱裡有什麼, 以不要浪費食物為主。

之前在日本旅遊的時候, 有看到食物上有標示有效期限與賞味期限, 賞味就是在期限內吃口感是最好的, 超過賞味期限不代表不能吃, 我覺得食物應該都會有這兩種期限, 所以超過賞味期限不是就一定要丟掉, 口感沒那麼好的食物還是可以吃。這兩個期限大概差一到兩週。

Q: 是否知道「剩食」這個名詞? 對這個名詞第一反應?

G: 好像是可以再利用的食物, 剩下的食物分為可以繼續食用或直接丟棄, 既然會講剩食, 其實是想讓這個食物有更多的使用機會, 不然就直接叫廚餘就好。

Q: 是否了解任何解決剩食的方法? 例如: 共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

G: 我之前就知道有這個友善時光的 APP。

Q: 平常會使用超商 app? 了解食物相關的問題(打折、剩食)?

G: 我會用 7-11 的 APP, 個人覺得 7-11 的食物比較好吃。

Q: 對友善食光第一印象? 在使用經驗中, 這款 app 是否容易操作?

G: 透過這個 APP 可以知道哪裡有即期品, 但品質還是很好的, 大家可以有意識的選擇可能要被丟棄的食物。嚴格來說, 我認為超商的 APP 都很難用, 因為超商的業務量太多了, 很容易接受到過多訊息。但這個介面還算好用, 操作的門檻不會到很高。

Q: 使用這個 app 能否更快找到適合自己的食品?

G: 是可以找到想要的食物，但可能會限制地區，大部分大家都會找家裡附近的分店，如果家裡的範圍沒有全家的話，可能會比較用不到這個 APP。

Q: 評估 app 的有效性

G: 我覺得多少可以改善，但食物浪費的概念需要被教育，教育消費者這件事是需要更慎重對待的，我覺得還是要經過長一點的時間，才能有更長遠的影響。

Q: 你覺得大概有什麼方式可以教育消費者?

G: 我覺得現在折扣這個切入點蠻好的，讓大家先關注到這件事。那他們有沒有辦法可以延伸到其他品牌合作方，可以像蜘蛛網一樣打中其他消費者。

Q: 認為剩食 app 的優缺點為何?有無任何建議?

G: 我建議品項裡可以加入圖片，因為單看文字可能會不知道食物長怎樣，或是可以加入成分，尤其現在大家比較重視健身，建議可以看到卡路里，像是一個縮圖，可以列出來食物的圖片跟成分。

Q: 認為如何能夠提升 app 使用量?(Youtube 廣告、請關注環保議題的網紅宣傳)

G: 廣告可以，我覺得不一定要關注環保的 youtuber，如果跳出環保議題的同溫層，請平常講其他議題的人推廣，可能會有不同角度的分享，也會吸收到不同觀眾群。

Q: 未來願意使用?是否有意願推薦給身邊的親朋好友?

G: 我會推薦給別人，但我比較喜歡 7-11 的食物，就可能不太會使用全家的 app。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解? 或是哪些想法受到改變?

G: 我覺得使用 app 的門檻有點高，要有手機跟全家會員，可能社會底層的人無法使用，這個 app 的使用者大概都會是一般的社會大眾，遊民或弱勢家庭的人，這個 app 還不能涵蓋到，希望之後可以覆蓋到更多人。

訪談對象: Interviewee H

訪談內容

Q: 有無購買超商特價品的習慣、商品折扣幾折以上對你來說更有吸引力?

H: 會看商品幾折，也會看全家的 app 推播通知有沒有特價品。大概六折比較吸引，七折太普遍了，沒有吸引力。

Q: 是否會避免購買即期食品? 偏向選擇保存期限較長的食物?

H: 不會避免，因為只是快到期，還沒有超過，我幾乎不會看有效期限。

Q: 對食物浪費的概念?(被丟棄、損失、沒吃完的食物)

H: 之前在超商工作，其實食物到期前兩天就會被丟掉，這樣蠻浪費的。

Q: 認為食物浪費是一個嚴重問題? 詳述原因

H: 我覺得蠻嚴重的，東西還可以吃，卻被丟掉，而且丟掉的量很大。

Q: 對永續發展目標(SDGs)有多少了解?

H: 對清除飢餓、性別平權跟保護海洋有印象。

Q: 曾看過食物浪費相關議題的報導或文章? (如何減少食物浪費)

H: 這部分沒有看過。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?

H: 我可以盡一份心力,如果進入超商,會去選擇貼即期品的食物;在吃食物之前,會先把一些吃不完的部分分給別人,避免浪費。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

H: 知道,第一反應是剩下的食物,後來知道的是有些機構的食物銀行會招募人捐贈剩食,FB 會出現相關廣告。

Q: 是否了解任何解決剩食的方法?例如: 共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

H: 食物銀行跟友善食光。有些店家如果有賣不完的食品,會給一些弱勢的人。

Q: 平常會使用超商 app?了解食物相關的問題(打折、剩食)?

H: 全家跟 7-11 都有用,我覺得全家的打折訊息比較多,而且全家的 app 功能健全、介面清楚,比較好用。

Q: 對友善食光第一印象?在使用經驗中,這款 app 是否容易操作?(介面)

H: 一個可以減少食物浪費的 app,版面設計還不錯,看了舒服。

Q: 使用這個 app 能否更快找到適合自己的食品?(即時定位、收藏店鋪、單品搜尋)

H: 我覺得可以,但全家分店比較少,可能會需要跑比較遠。我覺得即時定位蠻方便,可以直接看到附近哪裡有剩食。

Q: 評估 app 的有效性

H: 可以減少店家浪費,也不會虧錢,因為如果有報廢的東西,就會需要紀錄在系統裡。

Q: 認為剩食 app 的優缺點為何?有無任何建議?

H: 優點很方便,可以確切知道使用者的位子,很快的找到即期品。缺點沒想到,因為覺得太方便了,我覺得跟其他超商比起來,全家的 app 很完善。

Q: 認為如何能夠提升 app 使用量?

H: 可以跟網紅合作,也可以在全家的 instagram 上推廣。

Q: 是否有意願友善食光推薦給身邊的親朋好友?

H: 會,因為我朋友也有在用,他用這個搜尋的功能覺得很方便,而且折扣打完食物真的很便宜。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解?或是哪些想法受到改變?

H: 看到相關議題都會去了解,所以想法差不多。

訪談對象: Interviewee I

訪談內容

Q: 有無購買超商特價品的習慣、商品折扣幾折以上對你來說更有吸引力?

I: 沒有，大多數都是有需求才買。七折以上比較心動。

Q: 是否會避免購買即期食品？偏向選擇保存期限較長的食物？

I: 不會，我很喜歡買即期品，因為多數超商都會提供較優惠的價格，再加上家庭教育不要浪費食物，也因為有研究過保存期限是如何制定，保存期限都是制定在很安全的範圍，就連牛奶那類的飲品，也會買即期的，因為很快就會喝完。

Q: 對食物浪費的概念？

I: 食物提供給我的量大於我的需求，我無法有效保存，以致最後把它丟掉。

Q: 認為食物浪費是一個嚴重問題？詳述原因

I: 在學校有修過一堂「永續的社會設計」的課程，有介紹到 SDGs 跟食物浪費的連結，不只是自然資源跟生產食物的資源同時也會被浪費，所以這是一個環環相扣的問題。在我們浪費的同時，也有人處於飢餓的狀態。這個問題包含資源分配不均，地球的資源被消耗，也知道有很多人沒有意識到食物浪費是很嚴重的問題。上課中有分享 FAO 統計的食物浪費曲線沒有下降，反而有些增長。

Q: 對永續發展目標(SDGs)有多少了解？

I: 上課的時候有提到這些目標，其中有目標跟飢餓、食物浪費有關。

Q: 曾看過食物浪費相關議題的報導或文章？(如何減少食物浪費)

I: 台灣有基金會透過資訊傳播，讓閱聽人知道食物浪費的嚴重性，提供相關數據以及原因，還有手段跟方法如何減少。民視在某個國際新聞時間，偶爾會帶到食物浪費的新聞，但這樣的新聞可能無法吸引觀眾眼球，無論是時段或播出的次數都蠻少的，覺得很可惜。

Q: 是否認為自己可以在這部分盡一份心？能做到什麼程度？

I: 在購買東西的時候，三思而後行，買東西以當日需要的食材為主的量，根據我的經驗，如果買一週的話，很容易超過需要的量。如果超商有即期品的話，會優先選擇。去大賣場的話會買一週的分量，選擇保存期限較長的食物。

Q: 是否知道「剩食」這個名詞？對這個名詞第一反應？

I: 第一反應是剩下的食物，家家戶戶用不到的食物，但是他沒有壞掉。

Q: 明明可以吃，但卻因為外觀或保存期限快到就被丟掉的食物。

I: 了解

Q: 是否了解任何解決剩食的方法？例如：共享冰箱、食物銀行、剩食餐廳或任何剩食 app？

I: 之前上課有聽過共享冰箱，老師分享在德國，家庭裡如果有用不到的食材，可以放在社區裡的共享冰箱，有需要的人可以取用。剩食餐廳我有聽過，在美國的一家餐廳的老闆會雇用更生人當店員，餐廳專門把附近餐廳用不完的食材，以低價收購，將這些蔬果轉變為菜色，我覺得這個方法很好，可以解決食物浪費。

Q: 那你認為這兩個方法有什麼缺點？

I: 我覺得共享冰箱可能會有衛生的疑慮，如果在賣場購買可以知道來源，但共享冰箱裡的食物可能沒辦法得知來源，如果是我不會去共享冰箱拿食物。剩食餐廳的食材供應可能沒辦法這麼穩定，會影響餐廳的收益。

Q: 平常會使用超商 app? 了解食物相關的問題(打折、剩食)?

I: 沒有。

Q: 聽過友善食光? 第一印象? 在使用經驗中，這款 app 是否容易操作?(介面)

I: 有，看過食物上有貼折扣的貼紙，幾乎都是七折以上。介面很人性化、字很大，介面美觀，看起來很容易操作。

Q: 使用這個 app 能否更快找到適合自己的食品?(即時定位、收藏店鋪、單品搜尋)

I: 會，如果沒有使用 app 的話，要購買即期品就是碰運氣。

Q: 有看到即時定位的功能嗎? 這個功能是在一公里內都會顯示哪裡有剩食的分店即數量。

I: 了解，感覺跟 u-bike 很像，但 u-bike 不會提供數量。

Q: 評估 app 的有效性

I: 除了減少食物浪費外，也會讓購買三餐需要考量價格或經濟有困難的人，受到很大的幫助，因為打折蠻有感的。

Q: 認為剩食 app 的優缺點為何? 有無任何建議?

I: 畢竟沒有使用過，根據現在看到的資料，會覺得說明的部分有些字有點小，可以再放大一點。我有想到不知道跟每台手機的相容性? 這部分可能跟電子產品有關。

Q: 認為如何能夠提升 app 使用量?

I: 增高曝光率，youtube 廣告可以用六秒鐘左右，讓大家先接受到這個訊息，時間久了，多少會有人感興趣。

Q: 未來願意使用? 是否有意願推薦給身邊的親朋好友?

I: 除了自己願意使用外，也會推薦給別人。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解? 或是哪些想法受到改變?

I: 食物浪費是個很困難又需要面對的問題。對我來說很有效的方法是家庭宣導，讓小孩建立食物浪費是不好的事情，建立起這樣的責任心之後，就比較不會浪費食物。感謝這次採訪提供完善的資訊，對 app 有更多了解。

訪談對象: Interviewee J

訪談內容

Q: 有無購買超商特價品的習慣 (或特別關注這方面的訊息)、商品折扣幾折以上對你來說更有吸引力?

J: 沒有特別注意，但如果看到會稍微關注，如果沒需要的食物就不會買。85 折以上比較有吸引力。

Q: 是否會避免購買即期食品? 偏向選擇保存期限較長的食品?

J: 分兩種狀況。如果是牛奶或不曾一次吃完，我就會避免購買即期品；如果是隔天要吃的就會買即期品，因為相對便宜。

Q: 對食物浪費的概念?

J: 點餐的時候高估自己的食量，或是吃食物的味道不如預期，就把食物丟掉，沒有定期檢查冰箱，等到東西都放到發霉就丟掉，這樣就算是浪費。

Q: 認為食物浪費是一個嚴重問題? 詳述原因

J: 是，假如有時候為了充場面，就買很多食物，讓別人覺得有面子，這就算是沒必要的支出也消耗很多食物的備糧。

Q: 對永續發展目標(SDGs)有多少了解?

J: 不知道這個東西。

Q: 那我大概跟你提一下，他是聯合國制定的永續發展目標，其中食物浪費的問題跟 12.3 的目標有關，聯合國希望全球可以在 2030 年前，將零售和消費者方面的全球人均糧食浪費減半，並減少生產與供應鏈上的糧食損失。

Q: 曾看過食物浪費相關議題的報導或文章?

J: 有看過報導，早餐店會把吐司邊留下來，經由包裝或修飾，可以拿去販售。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?

J: 不要為了吃而吃，例如像是吃到飽，苦了自己的身體，可能也浪費了一些食物。盡量選擇可以吃得完食物的餐廳。買東西前確認冰箱存量，

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

J: 就覺得是剩下的食物。

Q: 那我再多跟你補充剩食的定義。可能市場上賣了一些醜蔬果，沒有人願意購買，最後只能丟棄，但那還是可以吃的，或是超商的食物在有效期限前兩天就會被丟棄，還能吃卻被丟掉的食物就叫做剩食。

Q: 是否了解任何解決剩食的方法? 例如: 共享冰箱、食物銀行、剩食餐廳或任何剩食 app?

J: 食物銀行有聽過，蒐集可以食用的食物，分給有需要的人。

Q: 那你覺得這有什麼缺點嗎?

J: 我覺得在健康衛生上，有一定的風險，裡面可能會夾雜前一個食用者的疾病，或是那個食物快要壞掉，就被丟到食物銀行。

Q: 平常會使用超商 app?

J: 我之前有 7-11，後來大部分用全家，因為全家離我的生活圈比較近，拿來累積點數跟買咖啡。

Q: 聽過友善食光?對它的第一印象?

J: 在採訪前不知道，第一印象覺得這是不錯的，他的本意是好的，功能蠻好操作。

Q: 我稍微介紹一下即時定位的功能，地圖上的標示是彩色的就代表該分店有剩食；然後如果想要搜尋飯糰，可以直接打品項的名字，查看是否有存貨。

Q: 那你覺得使用這個 app 能否更快找到適合自己的食品?

J: 我覺得可以單品搜尋這個功能很方便，在家裡就可以看哪裡有存貨，直接去該分店就可以找到想要的即期品，不會白跑一趟。

Q: 你覺得這個功能是否可以改善食物浪費的問題?

J: 我覺得在環境的方面，他有想辦法改善食物的浪費，大家對於食物浪費會有比較大的體會，消費者可能會比較關心相關議題。

Q: 認為剩食 app 的優缺點為何?有無任何建議?

J: 他有其他的地圖，例如：蔬食地圖，如果把其他地圖都整合在同一個地圖應該會比較好，今天想看素食的產品，勾選素食的選項，就可以看到剩餘的素食，我覺得這樣會比較好，如果東西一開始就被選購的話，就不會留到後面被即期品。還有可以增加收藏食物的功能，在有即期品的時候，跳出通知提醒消費者可以購買。

Q: 認為如何能夠提升 app 使用量?(Youtube 廣告、請關注環保議題的網紅宣傳)

J: 我認為 app 的功能需要時間去講解，可以透過校園宣導，或者用 app 的時候，可以跳出更新的通知，提醒大家有這項功能，或是消費者剛開始使用友善時光的時候，可以推出優惠，有一個誘因讓大家知道這個功能。

Q: 未來願意使用?是否有意願推薦給身邊的親朋好友?

J: 我應該不太會使用，因為我去超商通常都是去買飲料，但我會願意推薦給周遭的朋友使用。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解?或是哪些想法受到改變?

J: 有，在名詞解釋上有更了解，還有周遭很久沒有人提到相關議題，透過採訪會去思考自己是否有確實做到不浪費食物，你也推薦了 app 的功能，透過你的介紹，就比較了解這方面的訊息。

訪談對象: Interviewee K

訪談內容

Q: 對食物浪費的概念?

K: 點到自己吃不完。

Q: 認為食物浪費是一個嚴重問題?

K: 我覺得偶爾如果因為自己不喜歡或者味道不合胃口，可有原諒性，但是如果明知道自己出不下還點太多，造成浪費才是比較嚴重的問題。

Q: 對永續發展目標(SDGs)有多少了解?

K: 大概就是為了讓地球更好，大家跟環境可以共存，國家所提倡的策略，希望各位人民可以遵守。

Q: 曾看過相關議題的報導或文章?(如何減少食物浪費)

K: 提倡七分飽嗎?哈哈，一方面可以不讓自己吃太多，也有不要造成浪費食物的風險。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?

K: 盡量吃完自己點的食物，和朋友家人一起分食。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

K: 沒有聽過，但解讀為剩下的食物。

Q: 是否了解任何解決剩食的方法? 例如: 共享冰箱、剩食餐廳或任何剩食 app?

K: 沒有接觸過這類的訊息。

Q: 平常會使用超商 app? 或跟食品相關的 app?

K: 有聽過全家以及 711 所推出的即期食品, 有打折, 而且可以看庫存量。

Q: 聽過友善食光? 第一印象? 在使用經驗中, 這款 app 是否容易操作?

K: 其實本身不會特別用 APP 搜尋, 只是如果碰巧去超商有看到想吃的或者沒嘗過的, 又剛好打折可能會買。記得 APP 就是可以搜尋幾個大品項聯名, 或者分類成飯、麵包、水果可以看, 利用定位看自己身邊有哪些便利店有在打折, 和查看商品的庫存量。

Q: 使用這個 app 能否更快找到適合自己的食品?

K: 是可以的, 就像剛才所說, 有提供幾大類的食品選項可以搜尋, 並提供定位服務來找尋食品。

Q: 評估 app 的有效性

K: 對於某些小資族或者比較精打細算的民眾會蠻有效益, 一方面民眾買得開心, 商家也省去銷毀的作業, 能把食物發揮到最大效益。

Q: 認為剩食 app 的優缺點為何? 有無任何建議?

K: 未來希望有認領的方式, 提供讓一些街友或者生活有困難的人可以免費領取。

Q: 認為如何能夠提升 app 使用量?

K: 可以請 YT 上的食品評論者或者教育型 YT 來推廣。

Q: 未來願意使用? 是否有意願推薦給身邊的親朋好友?

K: 會的, 也會推薦給朋友, 如果他們有超商會員的話。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解? 或是改變了哪些想法?

K: 對於剩食, 超商的作法很棒, 利用打折來吸引, 並且也要夠低的折數來讓民眾有感! 但是如果提到共享冰箱、剩食餐廳, 這些可能會讓人家有第一印象是別人吃下的食物嗎? 推崇這些做法的同時, 得確保食品安全, 沒有拆封過, 不要被不肖的業者利用。

訪談對象: Interviewee L

訪談內容

Q: 對食物浪費的概念? (被丟棄、損失、沒吃完的食物)

L: 覺得是個很不好的習慣, 因為會想到其實有很多人是沒有食物吃, 但也有一部分人是食物多到可以浪費, 所以自己會盡力做到不浪費食物。

Q: 認為食物浪費是一個嚴重問題?

L: 是; 食物浪費其實會衍伸很多其他的問題, 有人浪費浪費會覺得好像沒什麼, 但其實那些食物更多的是可以給需要幫助的人, 如果我們自己對食物浪費沒有一個觀念在, 很容易覺得不關我的事, 因為餓肚子的不是我。透過這個議題也可以讓更多人把視野放得更廣, 看到其他人對於食物的需要。

Q: 對永續發展目標(SDGs)有多少了解?

L: 聽過, 具體內容不太了解, 之前是聽過環保、性平相關的部分。

Q: 曾看過相關議題的報導或文章? (如何減少食物浪費)

L: 有，之前有看過一個韓國節目，他們就是專門在幫忙賣那些賣相不好或是數量太多等等的農漁產品，發現到這個問題其實存在於很多國家，食物產量太多，如果真的沒賣出，最終還是需要銷毀掉，也是一種食物浪費。

Q: 是否認為自己可以在這部分盡一份心?能做到什麼程度?

L: 可以；吃多少煮多少，吃不完可以隔天變化料理，能不丟棄就不丟。

Q: 是否知道「剩食」這個名詞?對這個名詞第一反應?

L: 有聽過，具體不太了解；剩下來的食物、沒有被解決掉的食物

Q: 是否了解任何解決剩食的方法? 例如：共享冰箱、剩食餐廳或任何剩食 app?

L: 有看過剩食 app，其他部分不太清楚。

Q: 平常會使用超商 app? 或跟食品相關的 app?

L: 會；會，有使用全家的友善食光。

Q: 聽過友善食光?第一印象?在使用經驗中，這款 app 是否容易操作?(介面)

L: 有；理念很好；蠻容易的。

Q: 使用這個 app 能否更快找到適合自己的食品?

L: 可以，方便許多。

Q: 評估 app 的有效性

L: 有一定程度的幫助，賣家可以過多食物浪費，買家可以買到相對折扣的食物。

Q: 認為剩食 app 的優缺點為何?有無任何建議?

L: 優點有，可以一定程度的減少食物浪費的問題、讓家用較低的價錢買到一樣食物、幫選擇有困難的人縮小選擇範圍；建議：可以針對每個人的收藏項目，適時的給予一些提醒通知。

Q: 認為如何能夠提升 app 使用量?

L: 可以多廣告，讓多一點人知道有這個功能。

Q: 未來願意使用?是否有意願推薦給身邊的親朋好友?

L: 願意；願意，覺得這是一個不錯的 APP。

Q: 採訪結束是否對食物浪費、剩食有更深入的了解? 或是改變了哪些想法?

L: 有～對於國內外正在進行的一些解決食物浪費的組織或是行動有更多的認識。