



بهترین وب سایت جشنواره وب ایران به انتخاب مردم

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رفتار مصرف کنندگان در قبال پیشگیری از اتلاف مواد غذایی

مقدمه

تولید زباله‌های غذایی یک چالش زیست محیطی، اقتصادی و اجتماعی جهانی است. در اوایل دهه دوم قرن ۲۱م، سازمان غذا و کشاورزی سازمان ملل تخمین زده بود که نزدیک به یک سوم مواد غذایی تولید شده برای مصرف انسان‌ها از طریق زنجیره تامین مواد غذایی (FSC) حین تولید محصولات کشاورزی، نگهداری و ذخیره‌سازی، حمل و نقل، توزیع و مصرف، از بین می‌رود.

هدر رفتن غذا در هر بخش از FSC یعنی کشاورزی، فرآوری، عمده فروشی، خرده فروشی، خانواده‌ها امکان پذیر است. با این حال، سهم هر بخش FSC در هدر رفتن مواد غذایی به دلایل مختلفی وابسته به شرایط اقتصادی-اجتماعی هر کشور تفاوت اساسی دارد. (کمیسون اروپا، ۲۰۱۰، فائو، ۲۰۱۳)

اتلاف غذا به عنوان مجموع تلفات غذایی (اتلاف حاصل از برداشت و مراحل فوری پس از برداشت FSC) به اضافه ضایعات مواد غذایی (اتلاف در مراحل خرده فروشی و مصرف FSC) تعریف می‌شود. علاوه بر این، تمایز بین تلفات غذایی و ضایعات مواد غذایی دارای توزیع جغرافیایی مشخصی است: تلفات غذایی در کشورهای در حال توسعه بیشتر است، در حالی که ضایعات مواد غذایی فاسدشدنی در اقتصادهای صنعتی و توسعه یافته غالب است (پارفیت و دیگران، ۲۰۱۰). تولید زباله‌های غذایی در خانوارهای مصرف کننده نتیجه تعامل پویا بین خرده فروشان، خدمات غذایی و مصرف کنندگان است.

متن اصلی (انگلیسی) در صفحه بعدی آمده است ...



Abstract

Food wastage is a societal, environmental and financial problem that takes places along the entire food supply chain. Therefore, prevention of the food wasted is a key goal towards sustainable development. Consumers, as a very active stakeholder of the food supply chain, affect food waste generation directly and indirectly via a multitude of behaviors. This chapter reviews consumer behavior characteristics aiming towards the prevention of food waste generation.

Introduction

The generation of food waste is a global environmental, financial and social challenge. In the early 2010s the Food and Agricultural Organization of the United Nations estimated that approximately one-third of food produced for human consumption is either lost or wasted through the food supply chain (FSC), from agricultural production and post-harvest handling and storage to processing, transportation, distribution and consumption (Gustavsson et al., 2011).

Food wastage is generated in every sector of the FSC, namely agriculture, processing, wholesales-retails, households and food services. However, the contribution of each FSC sector to food wastage differs substantially due to a range of reasons dependent on the socio-economic conditions of each country (European Commission, 2010; FAO, 2013). Food wastage is defined as the sum of food losses (wastage that is generated in the harvest and immediate post-harvest stages of the FSC) plus food waste (wastage that is generated in the retail and consumer stages of the FSC). Moreover, the distinction between food losses and food waste has a clear geographical distribution: food losses are higher in the developing countries, while food waste of perishable foods is dominant in the industrialised and developed economies (Parfitt et al., 2010). Food waste generation in the consumers' households is the result of the dynamic interaction among retail, food services and the consumers.

Food wastage places a heavy economic burden on all the players in the FSC. Food waste is definitely a financial loss for consumers; it is also a loss for retailers, when it takes place within the boundaries of their operation; and finally, food waste is a loss for the waste management system, which has to manage food waste, safely and effectively.

Food waste generation causes also a heavy environmental burden for the whole planet. When edible food is wasted all the resources and energy required, in addition to the emissions of all kinds of pollutants generated, for its production, processing,

Consumers' Behavior Regarding Food Waste Prevention

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Abstract	1
Introduction	1
The Implications of Food Waste Generation for Consumers	2
The Effect of Sociodemographic Characteristics of Consumers on Food Waste Generation	3
Consumers Focus on Prevention	4
Conclusions	4
References	4
Further Reading	5

Glossary

Food loss a decrease in mass (dry matter) or nutritional value (quality) of food that was originally intended but is no more suitable for human consumption (FAO, 2013).

Food waste composed of raw or cooked food materials and includes food loss, before, during or after meal preparation in the household, as well as food discarded in the process of manufacturing, distribution, retail and food service activities (EC, 2011).

Avoidable losses food and drink thrown away that was, at some point prior to disposal, edible (e.g. slice of bread, apples, meat).

Possible avoidable losses food and drink that some people eat and others do not (e.g. bread crusts), or that can be eaten when a food is prepared in one way but not in another (e.g. potato skins).

Unavoidable losses waste arising from food or drink preparation that is not, and has not been, edible under normal circumstances (e.g. meat bones, egg shells, pineapple skin, tea leaves).