

Do you know that your minced meat could stay longer than you think?

Stop wasting edible minced meat by enabling dynamic expiry date

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Dynamic expiry date might be a new thing for you.. yet the research has shown a promising result to curb minced meat waste!

From taco to köttbullar, minced meat is close to your life. You may go to the store for fresh minced meat, you may pick a good quality one for your dinner. There is one thing you would miss while browsing for the recipe. Surprisingly, minced meat is one of the top ten waste in the supermarkets' meat department in Sweden.

What is dynamic expiry date?

A research was conducted using dynamic expiry date in minced meat package. The dynamic expiry date is a label with a chemical ink placed on the lid of the minced meat package. The chemical ink will react with the gases inside the packaging. Thus, it can tell you for how long your meat is still edible. In most cases, it will tell you that your meat is still edible even though it has passed the 'best before' date.

That means it will help you ensure that your minced meat is still edible for some more days after passing the 'best before' date. What a relief, so you do not waste edible minced meat!

How do you interact with dynamic expiry dates?

The dynamic expiry might be a new thing for you, and you are not familiar with this innovation. Suppose you are confused with the dynamic expiry date. In that case, there might be a possibility that it will not function properly to communicate with you, right?

Therefore, the research explored how minced meat consumers perceived the dynamic expiry date. Basically, it was to understand how to design the dynamic expiry date from the consumers' perspective.

It was started by conducting interviews with consumers, design experts, food safety experts, and supply chain experts. The insights from the interviews were used to design the prototype of the dynamic expiry date. The prototypes were tested back to the consumers by conducting a usability test, a mini roleplay simulating the consumer behaviour at the store and at home.

How does dynamic expiry date look like?

There were two final designs created from the research, as seen below.



According to the consumers in this research, the top design is perceived to give the impression of meat freshness. However, the below design is perceived to provide an image of sustainability.

The top design is recommended to introduce the dynamic expiry date in minced meat products to the market. It guides the consumers to understand how the dynamic expiry date works, with clear and direct information. The below design can be used later in the market. It attracts the consumers to reduce their minced meat waste after they are familiar with the dynamic expiry date. In your opinion, which designs that you prefer?

A greater purpose for dynamic expiry date

To guarantee that the message reaches the intended consumers, whoever creates the dynamic expiry date should consider the consumer-driven design. There is a vast opportunity to curb meat waste in the consumers' hands. Therefore, technology integrated into packaging combined with clear information can help to achieve it.