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A study published in the Journal for the Association of Consumer Research says one reason may be the material from which plates and other serveware are made. In a series of controlled experiments and field studies, researchers found that people waste more food when eaten on disposable plates and, on the flip side, consume more food from permanent plates.

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Affleck, Glenn, Howard Tennen, Carol Pfeiffer, and Judith Field (1987), "Appraisals of Control and Predictability in Adapting to a Chronic Disease," *Journal of Personality and Social Psychology*, 53 (2), 273 – 79. *Journal of Consumer Research*, 28 (4), 670 – 76.

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