



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR HEALTH AND FOOD SAFETY

Food safety, sustainability and innovation
Farm to fork strategy

AGENDA

EU PLATFORM ON FOOD LOSSES AND FOOD WASTE (FLW): JOINT MEETING OF DATE MARKING AND FOOD WASTE PREVENTION AND CONSUMER FOOD WASTE PREVENTION SUB-GROUPS

04 December 2023 (09:00-13:00 CET)

DG Health and Food Safety

Online via WebEx

Chaired by: Ms. Anne-Laure-Gassin, DG SANTE and Ms Tessa Ooijendijk, The Netherlands

08:30-09:00 Technical start (participants connect to the meeting through WebEx; technical assistance is provided as needed)

- 1. Welcome and adoption of the agenda**
- 2. Initiatives to improve understanding and use of date marking to support behavioural change.** Presentations of recent research and other initiatives. Exchange with members.
 - a. Danish consumers' interpretation of date labels. Presentation by Aarhus University**
 - b. Impact of on-pack information on consumers' understanding of expiry dates and food waste behaviour. Insights from a real-life experiment in The Netherlands. Presentation by Wageningen University & Research**

Coffee break: 10:15 – 10:30 – timing provisionally

- 3. Date marking practices in the food supply chain to avoid food waste**
 - a. Applying date marking on food products – the perspective of HKScan Sweden AB**
 - b. A case study on date marking of yogurt products – presentation by Danone company**
- 4. Preliminary findings from a study in 8 MSs on drivers of consumer food waste – presentation by EUFIC**

5. AOB

6. Conclusions and wrap up