

**Food is a value**



## **Fighting Food Waste in Poland**

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EU Platform on Food Losses and Food Waste, 12th Nov 2024, Brussels

# Food Waste Facts

- as much as 4,5 million tons of food are wasted in Poland every year [= all fruit produced in PL]
- the greatest amount of it comes from consumers – as much as 60%, ca. 3 million tons of food thrown away comes from households
- primary production and processing together account for 30%
- retailers, HORECA and transport sector accounts for nearly 9%
- the most common products we throw away are: bread (23.7%), cold meat/cuts (12.8%) and fresh fruit (12.6%)
- Why do we waste food? ... the food became spoiled, we missed the labelling date or bought too much food and not prepared a shopping list...





## What we do ... legislation

- Since 2013 the possibility of deducting VAT by food donors while donating food for social purposes
- Act of 19 July 2019 on preventing food waste

## Act of 19 July 2019 on preventing food waste

- Retailers as donors
- Food for donation (unwasted food):
  - is good, safe, before the expire date
  - may include, for instance, products which: do not meet manufacturer or customer specifications; have altered packaging and/or labelling but still is in line with either food safety law or food information for consumers regulation; are time marked (such as products intended for a specific holiday season or promotional activity)
- Retailers have to: conclude written contracts with food charities; run promo-educational campaigns for at least 2 weeks per year.

# How we educate the consumers ...

- Press conference and scientific conference on preventing food waste - every September since 2022
- TV and radio campaigns [4P rule; Marking dates)
- art competition for primary school pupils
- film competition for secondary school students
- info-educational campaign in Internet
- outdoor advertising
- educational workshops as part of the School Program – approx. 8,000 workshops



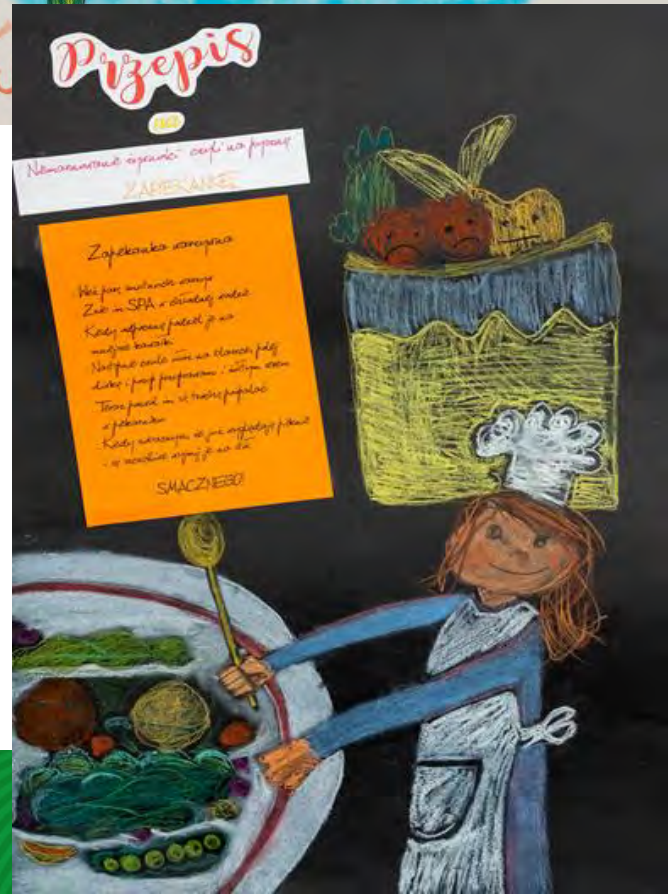
# Art competition



Żywność  
to wartość



# NIE MARNUJ ŻYWNOSCI



Żywność to wartość





Żywność  
to wartość





Żywność  
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# Food is a value

# Thank you

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