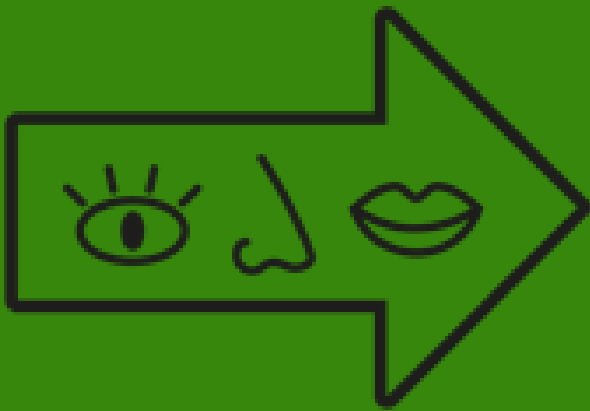




Preventing food waste by using visual date marking cues the Netherlands



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- Hilke Bos-Brouwers – senior scientist - Wageningen Food & Biobased Research



Project visual cues Date Marking

- Public Private working group aimed at improving consumer understanding and use of date marking to prevent food waste
- Expert session & design sessions with stakeholders to make inventory on possible options for visual cues
- WUR study (Dec '21) 'The influence of date marking related visual cues on consumers' interpretation and choices to discard or use food'
- July '22 - publication of a practical guideline for food producers to -voluntarily- put explanatory icons & text on food packaging, based on research results
- WUR will conduct further research on the influence on the icons in practice - 2nd half of '22.



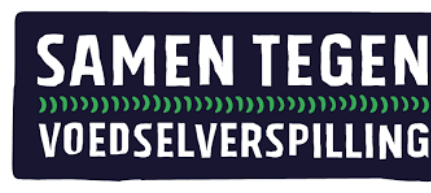
Ministerie van Landbouw,
Natuur en Voedselkwaliteit



Ministerie van Volksgezondheid,
Welzijn en Sport

eerlijk over eten

Voedingscentrum



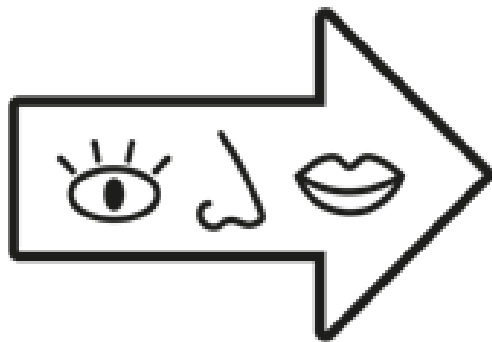
Too Good To Go



WAGENINGEN
UNIVERSITY & RESEARCH



Visual cues (icons) to support date marking



**Vaak goed na datum,
Kijk, ruik en proef.**

Often good after date,
Look, smell, taste.



**Gebruik vóór of op datum.
Niet gebruiken na datum.**

Don't use after date.
Use before or on the date.





Conclusions of WUR study

- Similar choices with and without cue
- For a small group, cue affected choice in the desired direction
- Adding additional date marking related information helps consumers in making correct decisions
- Especially for best-before products
- Need to further investigate 'in real-life' how different options affect consumer behaviour





WUR recommendations for use in practice

- Best-before icons need clear symbols for the desired behavior: look, smell and taste
- Use-by icons should depict a clear stop sign
- Use-by text should be short, clear and with the stop association
- Most preferred best-before text contained both 'often (still) good after expiry date' and 'look, smell, taste'
- Size of icons and text should be large enough to find, see and read them easily
- Most consumers habitually look at expiry date and additionally use own (implicit) knowledge
- Advocates for positioning of icons or symbols next to the expiry date on a package





Guidelines for use of icons & text on food packaging

- How using icons & text will help consumers understand date marking better and help prevent food waste
- Important to use both icons to clarify the difference between “Use By” and “Best Before” and the difference in how to act
- Points of attention: regular legal obligation on date marking always applies & explanation
- Examples of use of additional icons & text
- Additional info on how to help consumers use the date mark correctly to prevent food waste; easy to read and find

Examples of use



TE GEBRUIKEN TOT EN MET, MITS
GEKOELD BEWAARD (MAX 4°C):

01-07-2022 

GEBRUIK VOOR OF OP DATUM.
NIET GEBRUIKEN NA DATUM.

Ten minste houdbaar tot:

01-07-2022



Vaak goed na datum.
Kijk, ruik en proef.

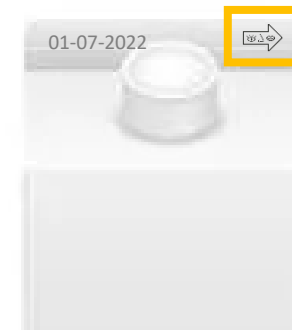
Top:



Bottom:


TE GEBRUIKEN TOT EN MET, MITS GEKOELD
BEWAARD (MAX 4°C): zie bovenzijde.
GEBRUIK VÓÓR OF OP DATUM. NIET
GEBRUIKEN NA DATUM.

Top:



Side:

Ten minste houdbaar tot: Zie bovenzijde,
mits gekoeld bewaard (max. 7°C).

Vaak goed na datum. 
Kijk, ruik en proef.