



Development of two new food waste prevention actions in the Netherlands

- Intervention date marking
- Database sustainable food interventions

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Intervention date marking

- › Part of broad approach
- › Intervention to clarify date marks on food packaging using visual cues
- › Best place & moment to help consumers prevent food waste
- › 2021: Consumer research by Wageningen University & Research
- › If intervention is succesful: pilots fall 2021
- › Collaboration between Ministry of Agriculture, Nature and Food Quality, the Ministry of Health, Welfare and Sport, Too Good To Go Netherlands and Food Waste Free United





Database sustainable food interventions

- › Database with succesful consumer interventions on sustainable food (including food waste) to get broader application
- › Share, review, recognise and publish succesful interventions
- › Goal: change consumption pattern to more climate friendly: less pressure on climate - without limiting choice for consumers
- › Started 2021 making strategy together with potential users
- › Kickstart database: position it well, stimulate use and create ownership