

# **EU actions to reduce food loss and waste: update**

## **Farm to Fork Strategy**

EU Platform on Food Losses and Food Waste

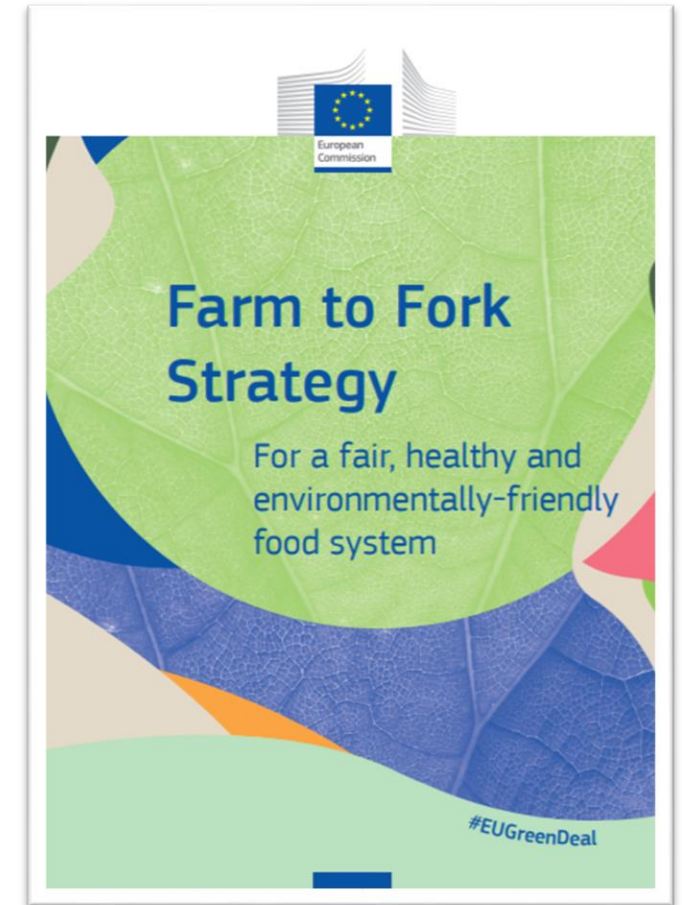
17 February 2022



# Farm to Fork Strategy:

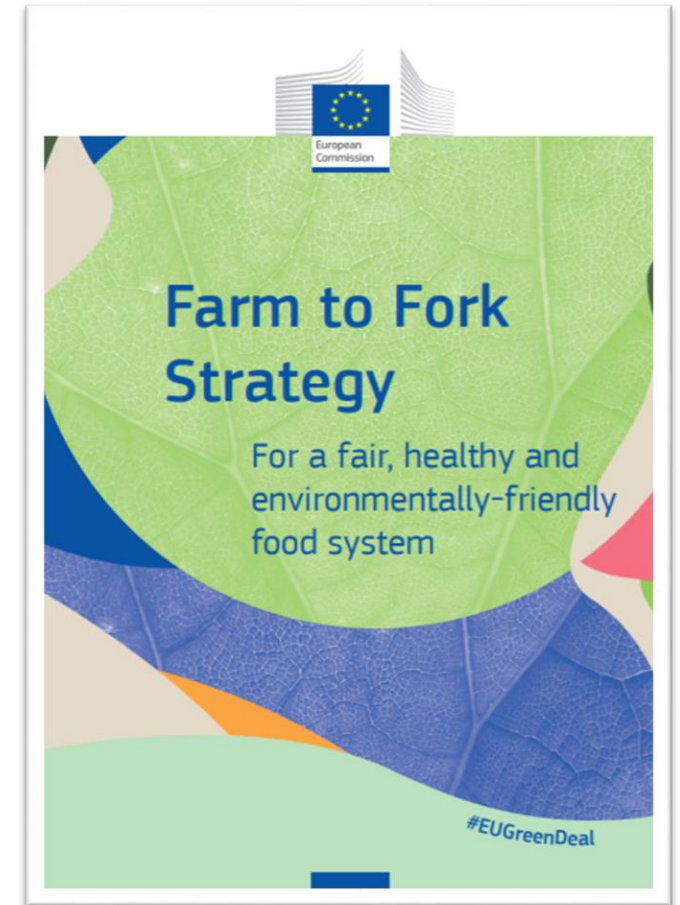
## Stepping up action against food loss and waste

- **EU-level targets** for food waste reduction (proposal by 2023)
- Revise EU rules for **date marking** (proposal by 2022)
- Further **integrate food loss & waste prevention** as part of all relevant EU policies
- Investigate **food losses** at production stage and explore ways of preventing them
- Scale up action and **mobilise key players** across the EU



## | Update today on:

- Setting food waste reduction targets
- Revision of EU rules for date marking
- Sustainable sourcing of feed
- *European Consumer Food Waste Forum*
- Grants to support FLW prevention
- Research projects
- EU Food and Loss Waste Prevention Hub



# | Food waste reduction targets

- Food waste reduction targets will be part of the revision of the Waste Framework Directive (WFD)
- 12-week Open Public Consultation will be conducted jointly (with DG ENV) for the whole WFD package – Q2 2022 (before Easter)
- Targeted consultations with Platform members and more technical meetings on specific issues (to be decided)
- Updates to be provided at Platform plenary meetings



# Targeted consultations – data needs

- For the impact assessment, we will ask for data on:
  - Food waste amounts in Member States (expected by 30 June)
  - Costs and efficiency of food waste prevention actions (to be collected via surveys and interviews)

## Survey for **Member States**

- pre-filled by the Commission based on information from the EU Food Loss and Waste Prevention Hub
- requesting info about cost and effects of prevention actions (where available)

## Survey for **stakeholders**

- requesting info on the type of actions, costs and amounts of food waste prevented

- Surveys will be followed by interviews (for volunteers)



# Promoting better understanding and use of date marking

- A legislative proposal, addressing the Farm to Fork food labelling commitments (including date marking), is **to be finalised by end 2022**. **Impact assessment** is in progress, supported by external study.
- **Public consultation** ongoing via *Have your say!* portal (until 7 March) – online questionnaire including questions on date marking:
  - Factors that determine consumers' decisions to consume or discard food products
  - Consumers' understanding of date marking and impact on discarding behaviours
  - Practices of food business operators
- **Targeted surveys** (Business/business associations; SMEs; Consumer, health and environmental groups, National Competent Authorities) – ongoing from 14 February – 11 March.
  - **For more information** [Proposal revision Regulation of FIC \(europa.eu\)](https://european-council.europa.eu/media/en/press-operations/infographic-117346.svg)

# Promoting better understanding and use of date marking

## Consumer research

### Task 1 - Collection and analysis of existing evidence

- *Review of evidence and inventory, Stakeholder interviews, Development of policy options*

### • Task 2 - Design and execution of behavioural research

- *Focus Groups, **Online survey**, Laboratory experiments and Virtual Reality laboratory experiments*

### • Task 3 - Integrated analysis of results and policy recommendations

- *Overall analysis and triangulation of the results and policy recommendations*

- **Exchange on policy options for consumer testing** with experts of the EU Platform on Food Losses and Food Waste and of the Working Group on Food Information to Consumers (30 November 2021) – [summary report available](#)

# Sustainable feed: role for avoided food waste?

- The use of avoided food waste to produce animal feed is very high in the food use hierarchy
  - [Commission Notice — Guidelines for the feed use of food no longer intended for human consumption \(C/2018/2035\)](#) (CEAP deliverable – 2018)
- Sustainability is important, but safety is a must!
- Feed ban of 2001 following the bovine spongiform encephalopathy (BSE) crisis
- Any changes to current bans need to be preceded by risk assessments by the European Food Safety Authority to ensure that risks for the food chain are negligible





# | Progress on feed use since 2001

- 2013 - re-authorisation of porcine and avian processed animal proteins in fish feed
- 2017 – authorisation of insect processed animal proteins in fish feed in 2017
- August 2021 – the latest change authorises the use of:
  - *processed animal protein derived from pigs and insects in poultry feed;*
  - *processed animal protein derived from poultry and insect in pig feed;*
  - *gelatine and collagen of ruminant origin in the feed of non-ruminant farmed animals.*
- Next: insects?



# European Consumer Food Waste Forum (ECFWF)

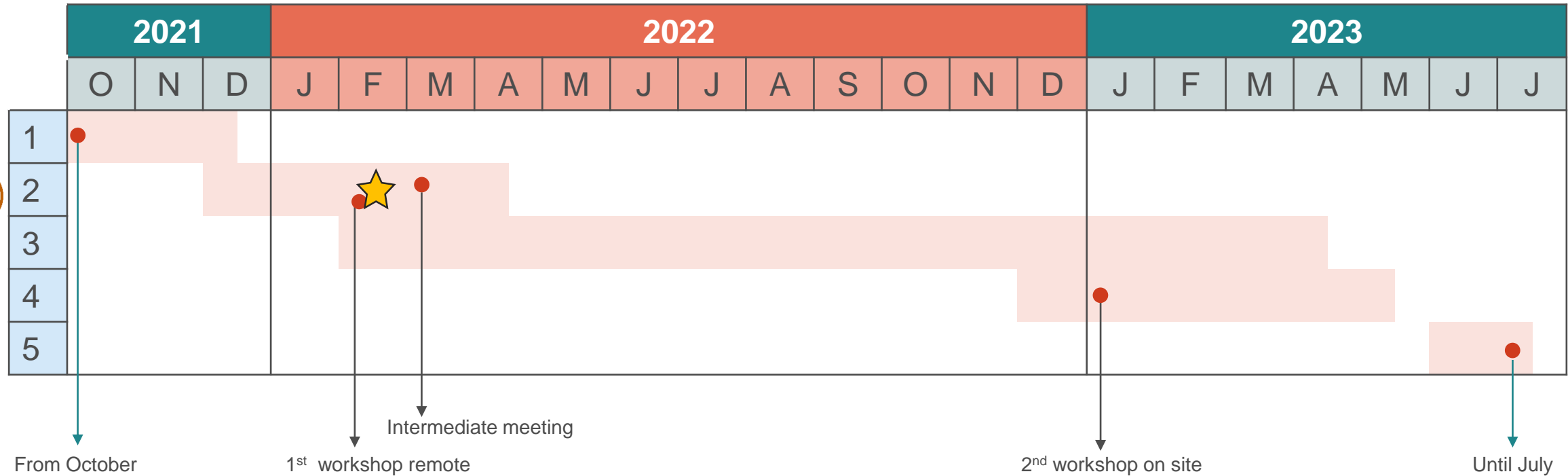
- **Overall aim:** support all players in addressing the challenge of food waste at consumer level **by establishing a forum of experts to accelerate the sharing of evidence-based best practices to reduce consumer food waste.**
- **EP pilot project:** managed by DG SANTE in collaboration with JRC (2-year project June 2021- July 2023).
- A multi-disciplinary forum of **researchers and practitioners** in the area of consumer food waste prevention.
- Established in October 2021, the forum will work in close cooperation with the **EU Platform on Food Losses and Food Waste.**



[Webpage of the project](#)

# ECFWF: Task overview and timeframe

★ Today



**Task 1.** Review of drivers for consumer food waste and levers for behavioural change

**Task 2.** Defining the scope of the study and framework for the evaluation of consumer food waste interventions

**Task 3.** Food waste interventions data collection and evaluation

**Task 4.** Tools, best practices, and recommendations for consumer food waste prevention

**Task 5.** Participate in the final event to be organized at the European Parliament to present the results of the project

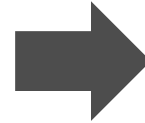
# ECFWF: 1<sup>st</sup> workshop with experts



Aimed to define the **scope of the study**:

- the type of interventions to be targeted,
- the type of tools, best practices, and recommendations that will be provided by the Forum.

and aspects to be considered in the **evaluation framework**.



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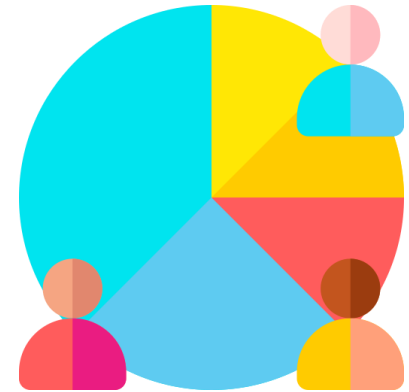
**Focus on the scope**



**Focus on the evaluation framework and selected tools**

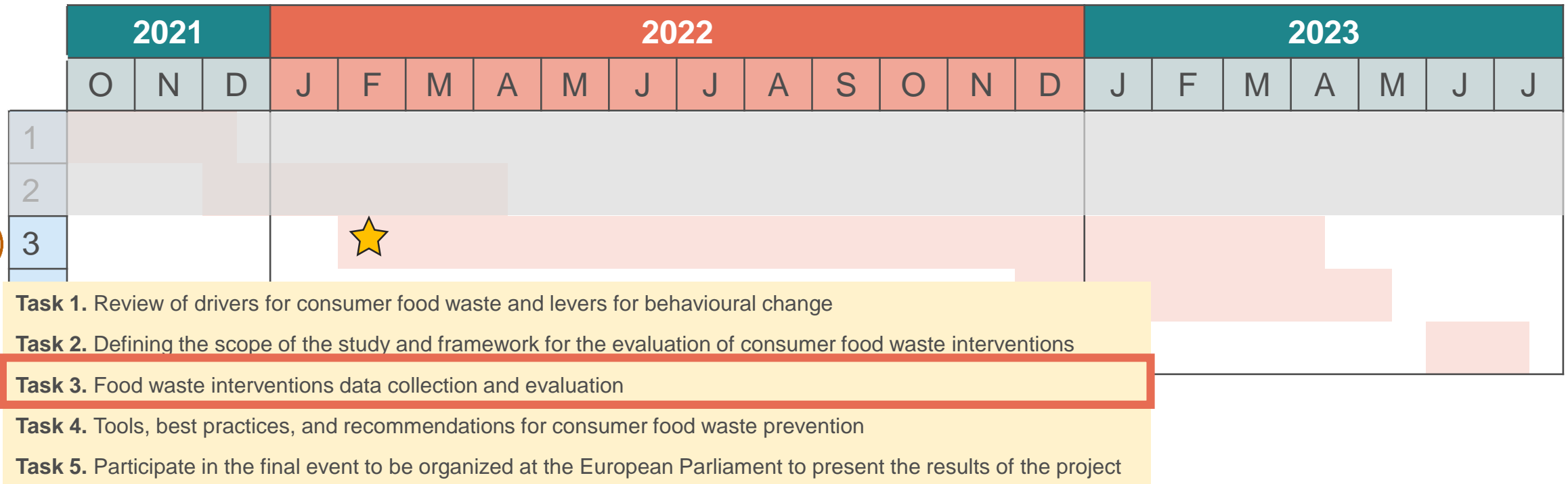
# ECFWF: Preliminary results from the workshop

- **Scope:** target low hanging fruits - find the people **who are wasting the most and who are receptive to change**. Depending on their characteristics, we can identify the most relevant interventions. Some types of interventions interesting to explore are:
  - Nudging strategies & changing consumers' choice architecture
  - Training or knowledge enhancement
- **Segmentation and combination** of interventions are also crucial.
- **Tools, best practices and recommendations** need to be well disseminated, easy to be understood and adopted (accessible).
- The **evaluation framework** needs to be flexible and modular to evaluate consumers' food waste prevention intervention (and to be used by practitioners).



# ECFWF: The role of the consumer food waste prevention sub-group

★ Today



The Platform sub-group on consumer food waste prevention:

- **will be associated with the Forum's work,**
- **will be kept informed and consulted** at appropriate intervals during the course of the project, for instance, to help identify interventions to be assessed by the Forum.

# Research projects: Horizon Europe WP 21-22

**HORIZON-CL6-2021-FARM2FORK-01-13: Evidence-based decision-making to change social norms towards zero food waste**

**CHORIZO:** Changing practices and Habits through Open, Responsible, and social Innovation towards ZerO food waste

Coordinated by the Flanders Research Institute for Agriculture, Fisheries and Food - EV ILVO (BE)

The project will:

- i. translate outputs from previous FLW actions into evidence;
- ii. generate new evidence on social norms & FLW behaviours;
- iii. utilise advanced modelling techniques to produce solutions that integrate behavioural and economic theories;
- iv. embed research results into innovation products that can foster change of FLW-related social norms.

# Research projects: Horizon Europe WP 21-22

**HORIZON-CL6-2021-FARM2FORK-01-13: Evidence-based decision-making to change social norms towards zero food waste**

**ToNoWaste:** TOWARDS A NEW ZERO FOOD WASTE MINDSET BASED ON HOLISTIC ASSESSMENT

Coordinated by Universitat Jaume I de Castellon (ES)

The project will:

- i. inspire market actors to use science and evidence-based assessment tools and data to make better decisions towards a more sustainable food production and consumption patterns;
- ii. investigate what best decision means regarding FWPR actions in fresh food value chain.

<-> **open innovation ecosystem** designed to take advantage from previous results for the identification of Social, Technical/Environmental, Economic, Political/legal, Ethical & Demographic root causes



# On-going call: Horizon Europe WP 21-22

**HORIZON-CL6-2022-FARM2FORK-01-08: Research and innovation for food losses and waste prevention and reduction through harmonised measurement and monitoring**

Submission deadline: 23/02/2022

# Research projects: Green deal call

**SISTERS**: Systemic Innovations for a SusTainable reduction of the EuRopean food wastage (KOM : 30/11/2021)

Coordinated by AITIIP Centro Tecnológico (ES)

The project will:

- i. develop a set of systemic innovations to reduce FLW in every stage of the Food Value Chain in Europe: Production, Processing, Marketing (retailing/wholesaling), Consumption, and Logistics.
- ii. design the 1st European Short Chain Platform for farmers to sell their discarded production, as well as smart and reusable food containers
- iii. create bio-based and home-compostable packaging solutions and promote sustainable practices among retailers;
- iv. provide info to consumers through QR and dynamic labelling incorporated in the packaging.

# Research projects: Green deal call

**ZeroW**: Systemic Innovations Towards a Zero Food Waste Supply Chain

(KOM : 24-25/01/2022)

Coordinated by Inlecom Commercial Pathways Company Limited by Guarantee (ICP) (IE)

The project will demonstrate innovations in nine real-life food chains, by employing a systemic innovation approach, to effectively address the multidimensional issue of FLW.

# Grants to support FLW prevention actions

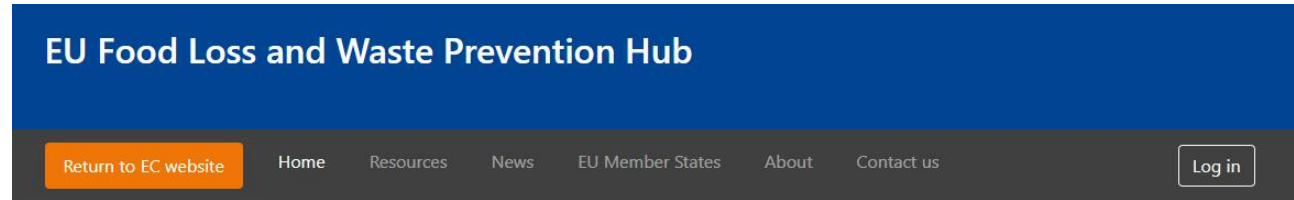
- Initially foreseen for early 2021, delayed due to late adoption of the MFF/Single Market Programme and the establishment of HaDEA (the new EU Health and Digital Executive Agency)
- Grants foreseen to support Member States and stakeholders in improving food waste measurement and implementing food waste prevention programmes
- **Invitations to Member States** for submission of proposals (March 2022)
  - > Information sent to MS experts to identify national contact points
- **Call for proposals for grants targeted to stakeholders** (Q2 2022)

# Member States grants

- Aim: to assist countries in addressing any problems identified during the first reporting exercise and facilitate sharing of experience concerning the efficiency of food waste measurement methods utilised (in terms of cost and data quality)
- Support a wide range of activities (e.g. development of new data sets; improvement of data quality methods and applying them in practice; training and networking activities, related IT tools...), linked to MS reporting obligations
- National authorities responsible for the collection and reporting of data on food waste will receive invitations to submit proposals for evaluation to HaDEA (April/May)
- Grant agreements to be signed before end of 2022
- Total budget: EUR 1.500.000
- 12-18 proposals with a max. budget of EUR 150.000 (50% co-financing)

# EU Food Loss and Waste Prevention Hub

- Member State pages with information on **national policies and legislative developments**
- Source of information for:
  - DG SANTE “results” indicator - Number of Member States that have put in place national food waste prevention strategies
  - Reports put together by international organizations (e.g. G20 consumer behaviour change playbook)
  - Requests to participate in events (e.g. Harvard food donation policy webinars)



200+ resources and news uploaded so far  
[https://ec.europa.eu/food/safety/food\\_waste/eu-food-loss-waste-prevention-hub/](https://ec.europa.eu/food/safety/food_waste/eu-food-loss-waste-prevention-hub/)

# Changing consumer behaviour: a guide by Champions 12.3

The guide incorporates:

- Primer on behaviour change for consumer food waste prevention
- Outputs from a [dedicated webinar](#) (28 June 2021) and a workshop where leading experts shared their knowledge and best practices
- Illustrative examples of consumer food waste interventions from around the world (including the EU)

For your feedback and review by 25 February

# Thank you



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