

## EU Platform on FLW – Retail recommendations

Action Code	WHO	WHAT	HOW	WHEN
RET1	Retail	<b>Establish trustful relation with suppliers; share data and information on forecasting to better match supply and demand.</b>	<ul style="list-style-type: none"> <li>- Coordinate food waste prevention in a joint business plan among supply chain;</li> <li>- Promote price transparency and agree on benefit splits;</li> <li>- Use digital and automatic ordering to avoid human error;</li> <li>- Develop jointly volume demand forecasting, contribute to link primary food production to other markets (process) to avoid landfilling in case of surplus.</li> </ul>	
RET2	Retail	<b>Date marking: agree on accurate date marking to provide long shelf-life without compromising safety or quality. Role of innovation (eg bar codes? Other?)</b>	<ul style="list-style-type: none"> <li>- Align food sector to agree on common standards;</li> <li>- Ascertain consistent date marking in the EU;</li> <li>- Promote packaging innovation to longer shelf life;</li> <li>- Provide guidance to both food sector and consumers.</li> </ul>	
RET3	Retail	<b>Greater use of food repurposing in store (eg processing unsold fruit/vegetables)</b>		
RET4	Retail	<b>Use consumer research to better understand causes of food waste at home and tailor products, discounts and promotions to help consumers prevent food waste at home.</b>		

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RET5	Retail	<b>Make food waste prevention /reduction a company priority</b>	<ul style="list-style-type: none"> <li>- Engage and train staff;</li> <li>- Agree on clear KPIs;</li> <li>- Provide incentives for internal collaboration across company's departments;</li> <li>- Train staff on frequently marked down products, support waste prevention etc.</li> </ul>	
RET6	Retail	<b>Monitor, measure and report on food waste quantities in order to identify and take action</b>	<ul style="list-style-type: none"> <li>- Establish a baseline to measure progress;</li> <li>- Establish a monitoring system.</li> </ul>	
RET7	Public authorities	<b>Put in place a favourable framework to encourage food waste reduction.</b>	<ul style="list-style-type: none"> <li>- Clarify, facilitate and incentivise food waste prevention (eg clarify liability issues; corporate tax credits and VAT rules for food donation);</li> <li>- Review/revise the prescribed date marking rules for eggs i.e. 28-day «best before» set in marketing standards and the 21-day «sell by» date. FBOs should determine date marking as for other foods.</li> </ul>	