

# Sub-group on Date Marking & Food Waste Prevention

- Meeting held on 7 November 2024
  - Co-Chair: Too Good To Go
- Themes**
- QR Codes / 2D Barcodes & food waste prevention
  - Date Labelling Coalition in The Netherlands
  - Various experiences consumer awareness labels on packaging
  - The 'Anti-Food Waste' Label in France
  - Shelf-life impact of recyclable packaging materials

# QR Codes / 2D Barcodes & food waste prevention

by GS1 & Ahold Delhaize

- Benefits of 2D barcodes to help reduce food waste
- First and foremost in logistics & operations
- Consumers buy-in for QR codes

**Next generation barcodes**  
**QR code powered by GS1**



- Brand & product marketing
- Recipes & reviews
- Health & nutrition
- Allergens, ingredients
- Promotions & offers
- Regulation & legislation
- Sustainability & recycling

GS1 migration to 2D carriers

**Global Joint Statement**



Manufacturers	Retailers	Marketplaces
Barilla, Dr. Oetker, L'Oréal, Master Kong, Mengniu Dairy, Mondelez, Nestlé, P&G, Savencia, Shingway/WH Group, Smucker, Tsingtao Brewery, Yili Group	7-Eleven, AS Watson, IGA, Carrefour, Lidl, Metro, Migros	Alibaba, JD.com

## Opportunity 2: Reduce food waste by optimized production



Better inventory management and production planning of in-store production based on GS1 QR code results in better freshness and less waste

# Date Labelling Coalition in The Netherlands

*by Food Waste Free United*

- Reducing consumer food waste, by greater clarity on shelf life of food products
- Coalition members commit improve date label information & awareness
- Research with value chain on relaxing and shortening MLoR

10% consumer level food waste can be **prevented**

**SAMEN TEGEN  
VOEDSELVERSPILLING**

Several studies show that visual support on packaging, combined with good information through campaigns, ensures that consumers understand the difference between Best-Before and Use-By dates.<sup>3</sup>

Ten minste Houdbaar Tot:		Vaak goed na datum. Kijk, ruik en proef.
Te Gebruiken Tot:		Gebruik vóór of op datum. Niet gebruiken na datum.

 **PAST MY DATE?**  
LOOK · SMELL · TASTE

 **PAST MY DATE?**  
LOOK · SMELL · TASTE  
  
DON'T WASTE

Date Labelling Coalition  
**Less food waste through  
greater clarity on shelf life**

PARTNERS



ENDORSERS



Voedingscentrum



EU Platform on FLW 16<sup>th</sup> meeting  
12 November 2024





# Sharing Experiences with Consumer Awareness Labels

by Swedish Food Agency, Too Good To Go, ...

- Voluntary additional labels can clarify that food can last longer than the best before date
- “Best Before, Often Good After” / “Look Smell Taste – Don’t Waste”
- Survey on label knowledge, understanding and impact



## LOOK, SMELL, TASTE, DON'T WASTE

Driving behavioural change on date labels to reduce food waste in homes

**PAST MY DATE? LOOK - SMELL - TASTE DON'T WASTE**

**WHY?**  
50% of consumers don't know the difference between 'Best Before' and 'Use By' date labels.

**HOW?**  
We work with brands to switch from 'Use By' dates to 'Best Before' when appropriate and adding the 'Look, Smell, Taste' message on pack.

**WHAT?**  
Work with more than 500 brands, more than 5,000 SKUs and printed over 6bn times in 13 countries in 2023.

# The 'Anti-Food Waste' Label in France

by French Ministry of Agriculture & AFNOR

- Value food chain operators who contribute to national food waste reducing objectives
- The management of dates on products is one of the criteria for labelling  
(*awareness-raising, rotation practices, expiry date management...*)

✓ The logo differs according to the level achieved in the fight against food waste:



FR RÉPUBLIQUE FRANÇAISE

*The 1-star level attests to a commitment to the fight against food waste*



FR RÉPUBLIQUE FRANÇAISE

*The 2-star level attests to a good level of expertise in the fight against food waste*



FR RÉPUBLIQUE FRANÇAISE

*The 3-star level attests to achieving an exemplary level in the fight against food waste.*



# Sub-group on Date Marking & Food Waste Prevention

## Next Steps

- Sub-group will be discontinued as of 2025
- Sub-group topics remain a priority
- Covered by “Action & Implementation” and “Consumer Food Waste Prevention”