



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR HEALTH AND FOOD SAFETY

Food sustainability, international relations
Farm to fork strategy

AGENDA

EU PLATFORM ON FOOD LOSSES AND FOOD WASTE (FLW): SUB-GROUP ON DATE MARKING AND FOOD WASTE PREVENTION

05 July 2022 (11:00-15:10 CET)

DG Health and Food Safety

Online via Teams

**Chaired by: Ms. Anne-Laure-Gassin, DG SANTE and Ms Estelle Herszenhorn,
WRAP**

*10:30-11:00 Technical start (participants connect to the meeting through Teams;
technical assistance is provided as needed)*

- 1. Welcome and adoption of the agenda, discussion with members about the strategic approach for the sub-group's work in 2022**
- 2. Focus area 1: Improving understanding and use of date marking to support behavioural change.** Presentations of recent research and other initiatives. Exchange with members.
 - a. **WRAP's latest research on date labels and consumer behaviour**
Estelle Herszenhorn, Special Advisor, *WRAP*
 - b. **The Netherlands: Preventing food waste by using visual date marking cues**
Tessa Ooijendijk, policy advisor, *the Dutch Ministry of Agriculture, Nature and Food Quality* and Hilke Bos-Brouwers, Senior Scientist, *Wageningen Food & Biobased Research*
 - c. **Norway: Improving understanding and use of date marking to support behavioural change - experiences from use of additional labelling**
Anne-Grete Haugen, Managing Director, *Matvett SA*

Lunch break: 13:00 – 14:30

- 3. Focus area 2: Date marking practices - Date label removal for fruit and vegetables.**

Introductory presentation by WRAP followed by discussion with members on date marking practices for fresh fruit and vegetables and other foods for which “best before” labelling is not required (c.f. Annex X, Regulation (EU) No 1169/2011 on the provision of food information to consumers)

- 4. Conclusions and wrap up**