

Co-chairs of sub-groups

Subgroup	2024	2025
Food donation	Denmark	WUWM - World Union of Wholesale Markets
FLW monitoring	Germany and Harokopio University	Matvett, Norsus and Nofima Consortium Copa-Cogeca
Action & Implementation	Venturis Horeca and COPA	Consorzio Bestack Food and Agriculture Organisation
Consumer food waste prevention	Wageningen University & Research (WUR) Waste and Resources Action Programme (WRAP)	Venturis Horeca

Food donation sub-group

- Co-chaired by Denmark in 2024.
- Based on survey: “Questionnaire on barriers and opportunities to food redistribution practices of surplus food in the EU” in 2023.
- Focus on selected legislative barriers and opportunities.

Food donation sub-group

Identified barriers and opportunities:

- Traceability
- Liability



Topics addressed at the food donation sub-group meeting held on 3 September 2024

- Labelling (mislabeled food products)
- Freezing of meat
- Donations of animal products from retail to retail (Marginal, local and restricted activity)



Topics for hybrid meeting on 10 December 2024

Food loss and waste monitoring sub-group

- First Meeting on 11 July 2024
 - Chaired by: Mr Bartosz Zambrzycki, DG SANTE, Prof Katia Lasaridi, Harokopio University
- Second Meeting on 25 November 2024
 - Chaired by: Mr Bartosz Zambrzycki, DG SANTE, Dr. Anke Niederhaus, Head of Division: Reduction of Food Waste, German Federal Ministry of Food and Agriculture

Food loss and waste monitoring sub-group: review

Key topic:
**methodological
challenges**

- overview food waste prevention in Greece and Hungary (HUA, Wasteless)
- behaviours contributing to food loss and waste – identifying challenges and opportunities (FAO)
- engaging stakeholders through self-reporting and voluntary agreements (TI, WUR)
- food waste reporting methodology customised for the food service sector (IFWC)

Food loss and waste monitoring sub-group: preview

Measurement of Food Waste

- ESTAT
- Wasteless
- Wageningen

Measurement of Food Loss

- FOLOU
- Sweden
- ...

Sub-group on Action & Implementation

- Co-chairs:
 - COPA (Committee of Professional Agricultural Organisations), and
 - Venturis Horeca
- Meetings: 28 May & 14 October 2024
- Themes:
 - “How to understand food waste prevention at primary production? (COPA)”
 - “How to optimise food chain collaboration to prevent food waste? – experiences involving the primary production” (COPA)
 - Coordination and governance structures for food waste prevention actions (Venturis Horeca)

Key takeaway messages

“How to understand food waste prevention at primary production? (28/05)”

- Collaborative efforts: Farmers, authorities, and businesses work together on initiatives like food donation programs and direct sales to cut food waste (FW) at the source.
- Innovative agricultural practices: Advanced practices and shorter supply chains are helping reduce FW while supporting climate goals.
- Repurposing and Waste Hierarchy: Differentiating avoidable vs. unavoidable waste enables repurposing for uses like energy, aligning with EU waste guidelines.
- Challenges with surplus utilisation: Processing surplus is costly; cooperatives and resilient crop varieties can help overcome market and environmental challenges.



Key takeaway messages (2)

“How to optimise food chain collaboration to prevent food waste? – experiences involving the primary production” (14/10)

- Collaborative models: Effective partnerships, whether through supply chain contracts, digital marketplaces, or alliances with retailers, help reduce FW, improve transparency, and support ethical practices.
 - Food banks collaborate with primary producers to recover surplus through gleaning and donation agreements, providing a vital source of fresh produce for communities in need while reducing FW.
- Circular economy as a solution for waste & resource efficiency: From repurposing agricultural by-products to developing digital platforms for biobased waste streams, circularity helps turn waste into economic and environmental value.
- Consumer engagement & education for lasting impact: Educating consumers on the value of "imperfect" or second-grade products can make them essential allies in reaching long-term food waste reduction goals.



Key takeaway messages (3)

Coordination and governance structures for food waste prevention actions (28/05 & 14/10)

- Coordination measures: need for proper coordination is critical. Different actors/different activities/cross-sectoral approach require coordinated plan and management. Otherwise impact is less optimal and risk of wasting resources due to eg. duplication of actions is greater.
- Measuring impact: we need to know what works and what does not to better plan, coordinate, and focus more on end-result rather than action or proces itself
- More innovative solutions: we are in need to invent new approaches, activities to tackle food waste problem. It seems sometimes that too often we replicate already performed actions without any knowledge on impact due to the fact that it is not measured.

Plans for the future

Next steps under action and implementation sub-group works

- No deliverables planned for 2024 (VA report already delivered);
- Consulting the co-chair of 2025 for the next year on our activities

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.³

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
DON'T WASTE

Date Labelling Coalition

Less food waste through greater clarity on shelf life



PARTNERS



ENDORSERS



Voedingscentrum



EU Platform on FLW 16th 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

TOO GOOD TO GO | **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”