Ministerie van Landbouw,
Natuur en Voedselkwaliteit

New consumer campaign food waste & date marking in The Netherlands

Food Waste Free United & Ministry of Agriculture, Nature and Food Quality

Consumer campaign date marking

- Green Deal "Past The Date?" how to reduce

  food waste related to date marking:

  government, producers, retail & research

- Consumer behaviour research: need interventions & information campaign - little knowledge of Use By & Best Before

- Aim consumer campaign: help people better understand Use By and Best Before and how to act to reduce food waste →

- Clear, simple, message with concrete information what to do to

- Sender: United Against Food Waste. Campaign embedded in #Foodwastefree consumer campaign with mascotte Becky. Members share the campaign

Television spots 2020

› Movie 1: Know your expiration dates - there are 2 expiration dates and how to act with both – shown on national TV for 6 weeks

› Movie 2: Best Before

› Movie 3: Use By

    shown on the internet, after seeing movie 1

→ Show movies

Movie 1: Know your expiration dates

Hi there! Did you know there are two kinds of expiration dates?

One is 'Best before:', meaning after the date you should use your eyes, smell and taste to decide if it's still good.

Then there's 'Use by:' this means it should only be used before or on the date listed.

In other words, you should treat the two dates differently.
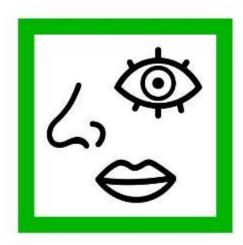
Join the Food Waste Free movement!

Movie 2: Best Before

Yep! Time for a zero-waste tip! Does it say Best before... yesterday? No worries! Look... sniff... and taste. Still seems good? Then go ahead and use it. Are you familiar with the two kinds of expiration dates?
Join the Food Waste Free movement!

Movie 3: Use By

Freeze! Time for a zero-waste tip! Use by... tomorrow? Then you should eat it before or on the date given...... Or freeze it! That will keep it safe longer. Are you familiar with the two kinds of expiration dates?
Join the Food Waste Free movement!