

Who are our project partners?



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What can you do?

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the European Union

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BREADCRUMB



BRinging Evidence-bAsed food Chain solutions to prevent and RedUce food waste related to Marketing standards, and deliver climate and circularity co-Benefits

The project

Within BREADCRUMB, our goal is to explore the connection between food marketing standards and the impact on generating food waste (FW). The project seeks to suggest interventions within these marketing standards to reduce food waste without compromising existing food safety standards. Additionally, the project aims to increase the value of suboptimal foods, fostering collaboration and creativity to promote sustainability and productivity throughout the food value chain.

What We Do?

- Study public and private food marketing standards to understand and mitigate their impact on food waste.
- Estimate food waste to develop evidence-based models to predict waste reduction.
- Enhance market access and business potential for suboptimal foods through innovative solutions.

Why It Matters?

- **Reduce food waste**
By identifying and addressing inefficiencies in the food supply chain, we contribute to a more sustainable future by providing recommendations on preventing food waste.
- **Maximize business potential**
By valorizing suboptimal foods, we create new market opportunities and improve profitability for food businesses.

€
5
M€ Budget


3 years
(2024 -2026)
Duration


21
Partners


7
Countries



5
Food
commodities



Fruit & Vegetables



Meat



Cereals



Eggs



Fish

16
Case studies

8 case studies

3 case studies

2 case studies

2 case studies

1 case study

