Who are our project partners?



Contact us

PROJECT COORDINATOR

Capwell Forbang Echo

Anna Twarogowska



info@breadcrumb-project.eu

What can you do?

Follow us and visit our website

- in #breadcrumb-project
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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 food safety standards. existing Additionally, the project aims to increase the value of suboptimal foods, fostering collaboration and creativity to promote productivity sustainability and throughout the food value chain.



M€ Budget



3 years (2024 - 2026)Duration

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.



Partners



Countries

Why It Matters?

Reduce food waste

identifying addressing and 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.













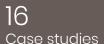






Fish

1 case study



8 case studies

Fruit & Vegetables

Meat

2 case studies

Cereals

2 case studies

Eggs