Who are our project partners?

BREADCRUMB
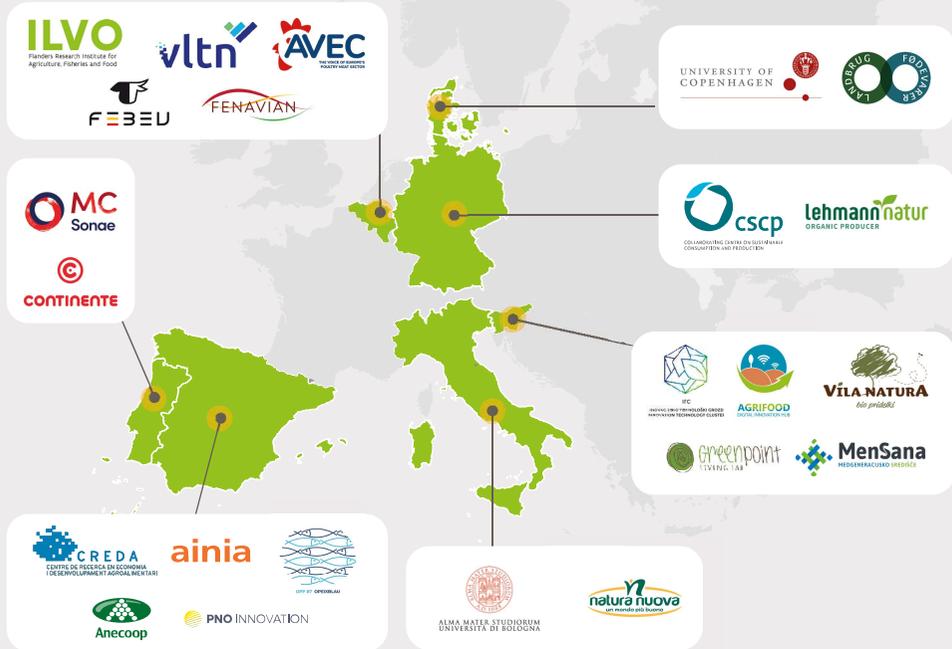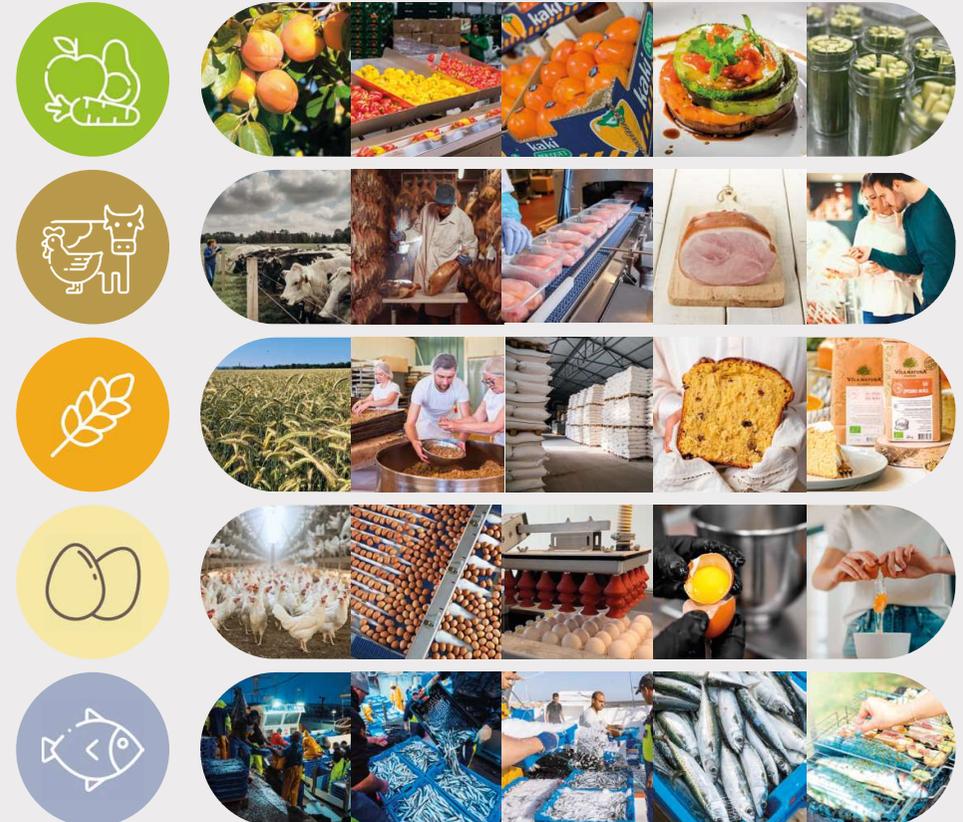
Primary production	Processing & manufacturing	Retail & other distribution	Restaurants & food services	Households / Consumers

Contact us

PROJECT COORDINATOR

Capwell Forbang Echo

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What can you do?

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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 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.

€ **5**
M€ Budget

📅 **3 years**
(2024 –2026)
Duration

21
Partners

📍 **7**
Countries

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
Food commodities

Fruit & Vegetables   **Meat**   **Cereals**   **Eggs**   **Fish**

16
Case studies

8	3	3	2	1