

Who are our project partners?



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What can you do?

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Funded by
the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101136701.



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

Calendar icon

3 years

(2024 -2026)
Duration

Network icon

21

Partners

Location pin icon

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

