



BREADCRUMB

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

Dear Reader,

As we reach summer 2025, the BREADCRUMB project continues to move forward with strength and clarity.

In this third edition, we share the latest updates, including new activities, stakeholder engagement, and upcoming events.

Together with our dedicated partners, we continue to explore the role of food marketing standards in food loss and waste across Europe.

Thank you for following our progress.

Warm regards,
The BREADCRUMB Team

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Quote from Coordinators



Rethinking how we define 'acceptable food' is not just a technical challenge—it's a cultural shift. That's what BREADCRUMB is about.



Anna Twarogowska,
BREADCRUMB

Project Coordinator



Photo of the semester

Lehmann Natur BIOFACH 2025



Our partner Lehmann Natur showcased sustainable solutions for suboptimal produce at two major international trade fairs, proving that “imperfect” food has a place on store shelves.



Did You Know?

Nearly 1 in 5 fruits and vegetables are discarded before reaching the market—just because they don't “look perfect.” BREADCRUMB is contributing to the efforts to redesign these cosmetic standards so that good quality food doesn't go to waste. ([Source](#))



By the Numbers

BREADCRUMB at a Glance



1,350+ public and private marketing standards mapped



21 partners from **7 countries**



16 case studies exploring FW from field to fork



Representation at **6+ major EU events** in the first half of 2025

MEET THE TEAM: NEW MEMBER

We are pleased to welcome a new expert to the BREADCRUMB consortium:



Regina Fernández

Project Manager

Collaborating Centre on Sustainable Consumption and Production (CSCP) Regina brings valuable experience in sustainability and systemic change. Her contribution will strengthen our efforts in stakeholder engagement and practical implementation.

Partner Voice: “Joining BREADCRUMB has allowed us to explore how systems thinking can reshape the food supply chain—from waste to resilience.”

Regina Fernández, CSCP

PROJECT PROGRESS & RECENT ACTIVITIES

January 2025



Webinar on Marketing Standards and Food Waste

We commenced the year with a focused webinar discussing the impact of public and private food marketing standards on food waste. This session provided valuable insights for our ongoing research and modeling efforts.

[Read more](#)



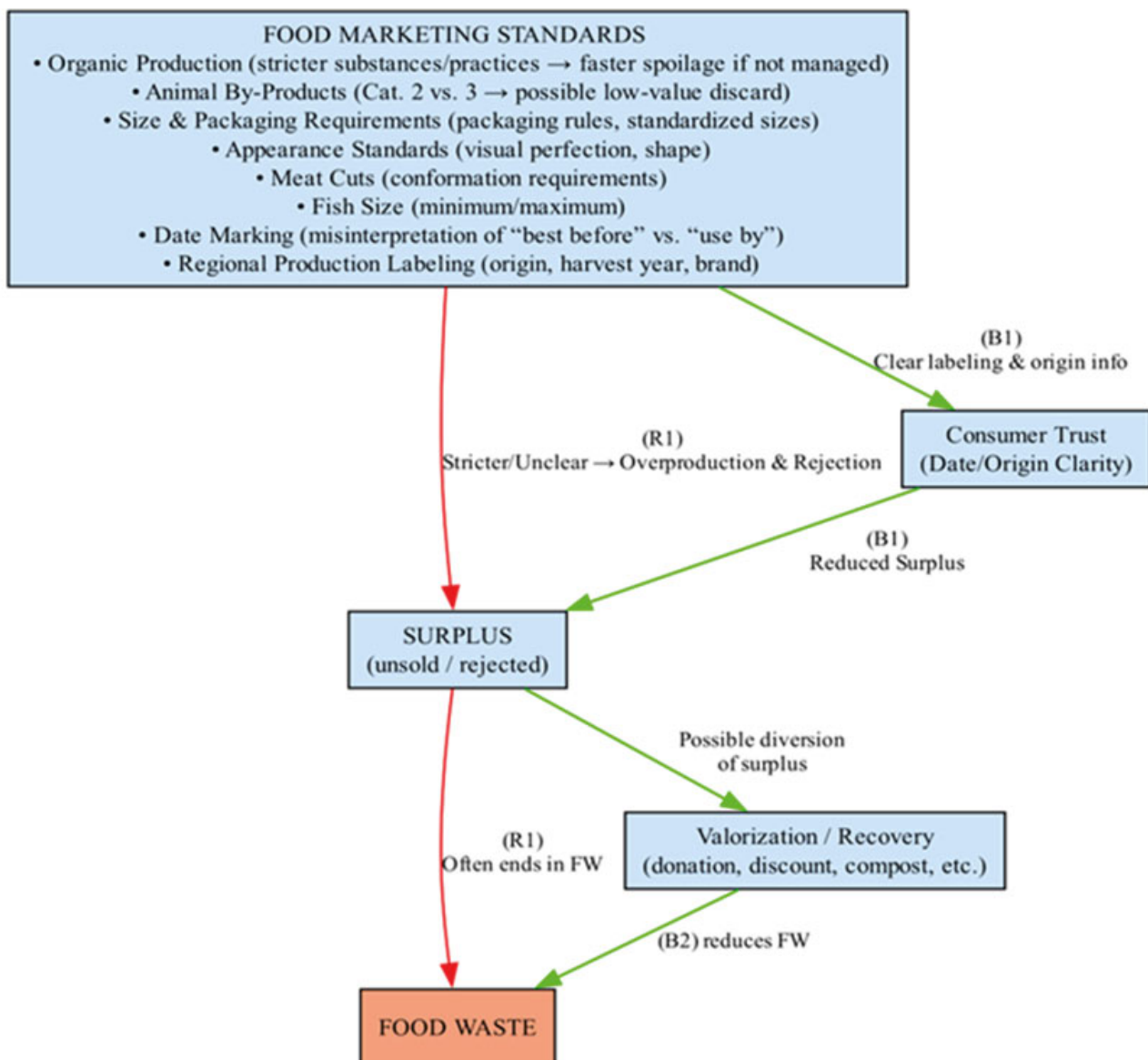
Partner Spotlight: Natura Nuova

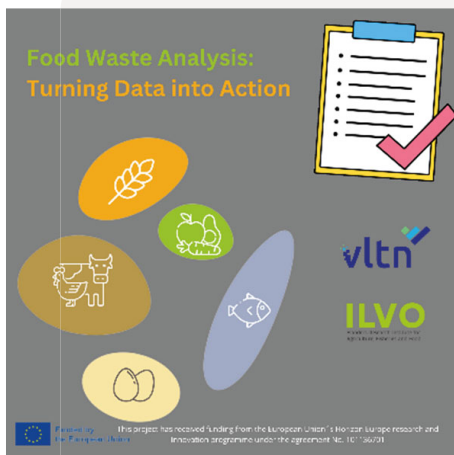
Natura Nuova is turning second-choice fruit into organic purées and fruit snacks—offering a replicable model for sustainable practices in the food sector.

[Read more](#)

Updated conceptual framework model for FW related to food marketing standards

VLTN produced an updated causal loop diagram incorporating the studied food marketing standards hypotheses related to food waste. The diagram demonstrates, among others, how overly stringent or ambiguous food marketing standards can contribute to surplus—and ultimately food waste—by driving overproduction and/or the rejection of products that fail to meet specified criteria.





Cracking the code on Food Waste: What 16 case studies reveal

Over the past months, the **ILVO** team, together with **BREADCRUMB**'s **case study partners**, have been digging into real-life data from 16 case studies spanning five key food commodities. The result? A comprehensive new report (Deliverable D2.5) that paints a clearer picture of how food marketing standards (FMS) impact food waste (FW) all along the food supply chain.

But we didn't stop there. To deepen our understanding of the egg sector, we connected with key players at the EU level—complementing the Danish case study with valuable insights into how current regulations shape waste in this commodity.



Using Agent-Based Models to Understand Food Waste

How do marketing standards influence market behaviour and food loss and waste? **BREADCRUMB** researchers, including partners from **UNIBO** and **CREDA**, are developing agent-based models to simulate supply chain dynamics and assess interventions that reduce food waste while improving efficiency. They are also refining an Economic Model analyzing the impact of FMS on FW, and food prices and quantities building on an established vertical product differentiation framework. Combined, these tools aim to identify effective strategies for understanding the causal mechanisms of food waste and how to reduce it.

 [Read more](#)



Participation in Fruit Logistica (Berlin)

BREADCRUMB was presented at one of the world's most important agri-food trade fairs. Partner Anecoop represented the project and highlighted its relevance in the fruit and vegetable sector. Additionally, Lehmann Natur showcased how they tackle food waste through the marketing of suboptimal produce.

[Read more](#)

Lehmann Natur Tackles Food Waste at Fruit Logistica & BIOFACH 2025

At two major events—**Fruit Logistica** and **BIOFACH**—BREADCRUMB partner Lehmann Natur demonstrated how they integrate sustainability by giving suboptimal food a second chance. Their approach showcased practical strategies to reduce food loss and waste throughout the food supply chain.

[Read more](#)



Data-Driven Dialogue on Food Marketing Standards and Waste

BREADCRUMB partners launched a public discussion to explore how existing food marketing standards contribute to food waste. The session combined stakeholder insights with early project findings to shape future research and policy engagement.

[Read more](#)



UCPH Highlights BREADCRUMB at Green Solutions Centre Workshop

At the GSC Workshop in Seville, the **University of Copenhagen (UCPH)** presented BREADCRUMB's evidence on how food marketing standards influence food waste—especially suboptimal fruit and vegetables. **UCPH** researchers also shared insights from the Danish case study on eggs, conducted in collaboration with the Danish Agriculture and Food Council.

[Read more](#)

March 2025



CREDA Shares Insights on Fisheries and Food Waste

BREADCRUMB partner **CREDA** has been working on the fisheries and aquaculture sectors, conducting interviews and collecting data to understand how food marketing standards affect food waste.

[Read more](#)

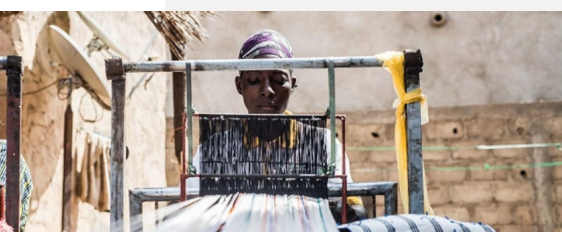
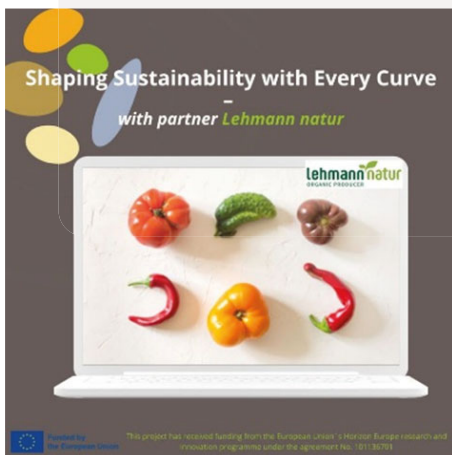


Photo: UNEP

Zero Waste Day Observance

On March 30, we reflected on the urgent need to reduce waste across all sectors. While the focus was on textiles, we emphasized the importance of addressing food waste, aligning with our mission to rethink food marketing standards and unlock the value of suboptimal food.

April 2025



Breadcrumb project featured in German magazine “Lebensmittelpraxis”

[Read more](#)



BREADCRUMB Supports Stop Food Waste Day

On 30 April, BREADCRUMB partners joined the global movement on Stop Food Waste Day to raise awareness about the staggering impact of food waste. With 33% of food wasted globally, BREADCRUMB tackles the issue at its root by rethinking marketing standards, promoting suboptimal foods, and supporting short supply chains.

♡ Every saved meal counts!

May 2025



CSCP presented BREADCRUMB, and particularly the results of the Fruits & vegetables case study with **Lehmann Natur** in an intersectoral dialogue event hosted by the German Ministry of Food and Agriculture (21-22th May), Berlin (Germany)



General Assembly in Porto (Portugal), 27–28th May

BREADCRUMB Consortium held its 2nd General Assembly in Porto hosted by 6 partners (MC Sonae, UCPH, ITC, Mensana, Zelena Tocka, Vila Natura). The meeting featured key updates on different work, such as discussion on suboptimal food, policy recommendations, and a role-playing game on modelling. Furthermore, we also had the opportunity to visit, Continente, one of the biggest retailers in Portugal. During the visit, we got more information about their efforts against food waste.

[Read more](#)

June 2025



BREADCRUMB Food Marketing Standard Interest Group and External Advisory Board meet together the 4th of June of 2025

On the 4th, ILVO and VLTN presented preliminary project results to the interest group and the external advisory board. During this session, the final results from the hypotheses were discussed, as well as insights from the interviews with the case studies related to estimates of food waste (due to food marketing standards) and the calculation of food waste coefficients.



On the 17th of June, a meeting was held between BREADCRUMB partners, ROSETTA (BREADCRUMB's sister project) and the policy and project officer. During this meeting, project updates and policy implications were discussed.

UPCOMING EVENTS

We invite you to join us at the following events:



Ökofeldtage – Organic Field Days

Date: 18–19 June 2025

Location: Wasewitz, Germany

Representation: **Lehmann Natur**

Event Details: **Ökofeldtage 2025**



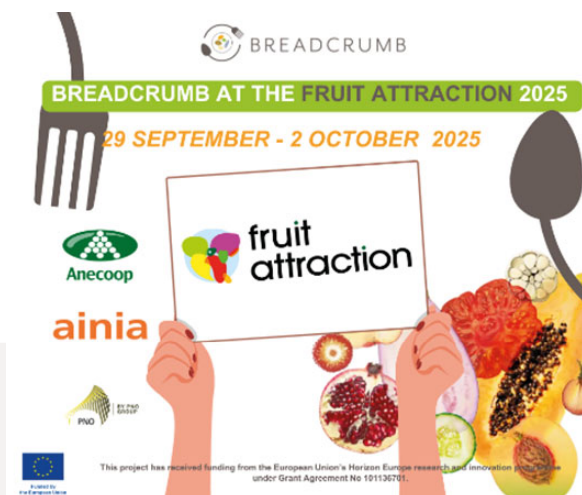
Agra 2025 – International Fair of Agriculture and Food

Date: 23–28 August 2025

Location: Gornja Radgona, Slovenia

Representation: **ITC**, **Green Point**, **Vila Natura**, **Mensana**

Event Details: **Agra 2025**



Fruit Attraction 2025

Date: 29 September – 2 October 2025

Location: Madrid, Spain

Representation: **ANECOOP**, **AINIA**, **PNO**

Event Details: **Fruit Attraction 2025**



Openbedrijvendag 2025

Date: 5 October 2025

Location: Flanders, Belgium

Representation: **ILVO**

Details: ILVO's Food Pilot will be open to the public, featuring a stand on food waste and BREADCRUMB.

Collaboration remains at the heart of BREADCRUMB

We continue to actively engage with related EU initiatives—sharing insights, aligning efforts, and amplifying impact. Through knowledge exchange and strategic cross-project synergies, we're building a stronger, more sustainable food system together.



Strengthening Ties with Sister Project ROSETTA

BREADCRUMB participated last February 2025 the first Community of Practice meeting of our sister project ROSETTA. With VLTN presenting BREADCRUMB to 37 key stakeholders, the event fostered valuable exchange and collaboration across the food value chain. Sharing insights is key to reducing food waste and improving marketing standards—because together, we can drive real change!



Synergies in Action: BREADCRUMB, ROSETTA & related projects at Food4Future

📅 13 May 📍 Bilbao

BREADCRUMB joined its sister project ROSETTA and related initiatives CHORIZO and ZeroWASTE in the session “Zero Waste: Obligations and Opportunities in the Food Chain” at Food4Future.

The event showcased how these Horizon Europe projects are working together to address food loss and waste across the supply chain—demonstrating the impact of coordinated efforts toward a more sustainable and circular food system.

🔗 [Read more](#)

STAY CONNECTED

We welcome your ideas and participation. To get involved or receive updates:

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Thank you for being part of our mission!

With your support, we are turning knowledge into action and shaping a future where no food goes to waste.

Stay connected – the next issue of BREADCRUMB is coming soon, packed with fresh insights and inspiring stories!

CONSORTIUM



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