



# BREADCRUMB

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

## WELCOME TO THE FOURTH ISSUE OF THE BREADCRUMB NEWSLETTER



Dear Reader,

As 2025 ends, the BREADCRUMB project is moving ahead with energy and focus. In this fourth edition of our newsletter, we're excited to share what we've been up to—new activities, ongoing work with stakeholders, and a look at what's coming next.

With our partners across Europe, we're continuing to explore how food marketing standards impact food loss and waste—and what can be done about it.

Thanks for following along and being part of the journey.

Thank you for following our progress.

Warm regards,  
The BREADCRUMB Team

## Quote from partner



**"Understanding how consumers perceive and accept suboptimal foods is not just a matter of market strategy—it is a critical step toward reducing food waste and building a more sustainable food system"**



Maripaz Villalba,  
BREADCRUMB

Project partner:  
**ainia**



## Did You Know?

In September 2025, the EU agreed on amendments to the Waste Framework Directive, introducing the first-ever binding food waste reduction targets for Member States.

By 2030, countries must reduce food waste:

- by 10% in processing and manufacturing, and
- by 30% (per capita) in retail and consumption — including restaurants, food services, and households.

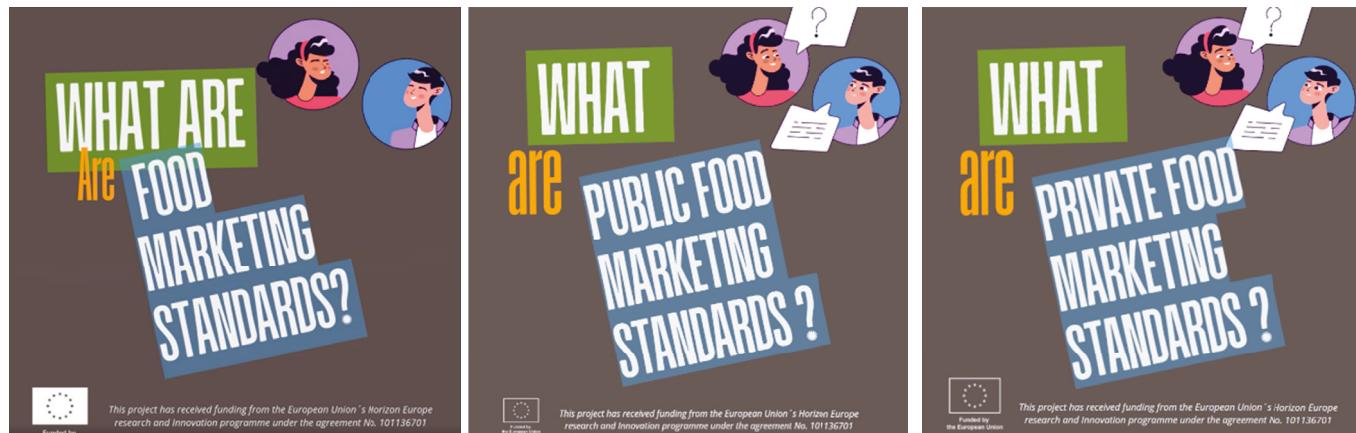
These targets mark a major step toward the EU's goal of halving food waste by 2030 and align closely with Sustainable Development Goal 12.3 on responsible consumption and production.

[Learn more](#)



# Understanding Our Work: The Language of BREADCRUMB

We are unpacking the key terms of the **BREADCRUMB project** through our new **Jargon Campaign**. Each fortnightly post presents one concept at a time — and soon, we will publish a comprehensive **BREADCRUMB glossary** to support a clearer understanding of the terminology underpinning our project and its work on food systems.



## Explore the BREADCRUMB Inventory



To learn more about how **food marketing standards** shape our food systems, explore our EU-wide Inventory of 1,350 Food MarketinStandards.

[Visit the Reports section](#) on our website or scan the QR.

# MEET THE TEAM: NEW MEMBER

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



**Miguel Ozáez**  
from PNO Innovation Spain.

Miguel brings valuable experience in sustainability, circular economy, and agri-food waste valorisation. His expertise in bioeconomy and systemic innovation supports the project's efforts in ensuring effective D&C&E activities that maximise BREADCRUMB's impact.

**Partner Voice:** “Joining BREADCRUMB has allowed PNO to leverage its expertise in innovation management to effectively communicate and disseminate the project's results, helping to raise awareness and promote behavioural change towards food waste reduction.”

# PROJECT PROGRESS & RECENT ACTIVITIES

## July 2025



**Lehmann Natur at Organic Field Days 2025**

At this year's Organic Field Days in Saxony, Lehmann Natur GmbH and the our project spotlighted the hidden cost of strict marketing standards – and how they impact our planet's most precious resource: WATER.

[Read more](#)



**Our projects Abstracts are NOW available**

Our BREADCRUMB project is sharing concrete tools and approaches through its newly released practice abstracts.

[Read more](#)

## August 2025



**Slovenian Partners Bring BREADCRUMB to the 62<sup>nd</sup> AGRA Fair**

From 23–28 August, our Slovenian partners ([ITC - Innovation Technology Cluster](#), [Mensana Intergenerational Centre & Food Services](#), [Green Point - short food supply chain](#), and [Vila Natura](#) have taken part in the 62<sup>nd</sup> International AGRA Fair in Gornja Radgona – one of Central Europe's leading events for agriculture and food.

[Read more](#)

# September 2025



## Our project at the Fruit Attraction 2025

It was the second year for BREADCRUMB at the Fruit Attraction, the international trade fair for the fruit and vegetable sector in Madrid (Spain). The BREADCRUMB project was represented by partners [AINIA](#), [ANEKOOP](#) and [PNO Innovation](#).

 [Read more](#)



## Where food waste starts – and how we can stop it

From grain harvest to supermarket shelves, food waste often starts before it reaches our kitchens. [Vila Natura](#) shows us how we can stop it.

 [Read more](#)



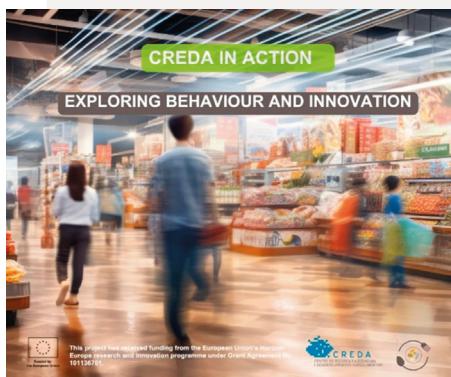
## International Day of Awareness of Food Loss and Waste

29<sup>th</sup> September 2025

This year's sixth observance of IDAFLW calls for urgent and collective action across the entire food system – from producers to consumers – to reduce food loss and waste and secure a sustainable future for all.

 [Read more](#)

## October 2025



### CREDA's Key Contributions to BREADCRUMB

CREDA refines BREADCRUMB's economic model to better capture the realities of the agri-food chain, while studying consumer behavior and business strategies that enable circular, less wasteful food systems.

 [Read more](#)



### BREADCRUMB supports International Day of Awareness of Food Loss and Waste

16<sup>th</sup> October 2025

On FAO's 80<sup>th</sup> anniversary, the BREADCRUMB project joined partners and projects worldwide in taking action for a more sustainable, inclusive, and resilient food future.

 [Read more](#)

### Open Company Day 2025 in Flanders, Belgium

On **5 October 2025**, ILVO opened its doors for the Open Company Day (Open Bedrijvendag) at two ILVO sites: **ILVO Plant** and the **Food Pilot**.



At the Food Pilot, visitors could explore how ILVO scientists are turning food residual streams into value. Discover how microbes, yeast, and underused ingredients help transform waste into sustainable, nutritious foods—and taste some of the innovative products yourself. Visitors were able to walk through different

parts of the site and received information along the way. At one of the stops, ILVO colleagues also presented insights from the BREADCRUMB project as part of the food-waste corner.

## BREADCRUMB participation at the FOOD 2030 Workshop with ILVO



On 24 October 2025, the European Commission hosted the Food 2030 Workshop with Projects under the pathway "Food Waste and Resource-Efficient Food Systems." **Anna Twarogowska (ILVO)** presented BREADCRUMB in the session HORIZON-CL6-2023-FARM2FORK-01-14, showcasing how the project brings

evidence-based food chain solutions to reduce waste linked to marketing standards and to deliver climate and circularity co-benefits.

The session also featured sister project ROSETTA, which addresses alternative market access to reduce waste from marketing standards, along with other EU Horizon-funded projects tackling food loss and waste, including SISTERS, ZEROW, LOWINFOOD, FOODRUS, CHORIZO, ToNoWaste, WASTELESS, FOLOU, MICROORC, FOODGUARD, WASTEWISE, and PRECIOUS.

[Read more](#)

## November 2025



### Still valuable – just not retail-ready

Discover Vila Natura's solution to fight against food waste.

[Read more](#)

# Spotlight on the BREADCRUMB focus groups

As part of the project, different focus groups were recently carried out across Europe (Belgium, Denmark, Spain, Slovenia and Italy) to deepen our understanding of how people think and feel about suboptimal foods. The sessions explored consumers' attitudes, emotions, and perceptions toward foods that deviate slightly from conventional standards—whether in appearance, date labelling, or packaging.

Participants shared what motivates or discourages them from purchasing these products, offering valuable insights into the real barriers and drivers behind their choices.

In addition to testing willingness to buy suboptimal products, the focus groups helped identify which product categories and Business Model Canvas (BMC) concepts are seen as most acceptable. Participants also evaluated different terms used to describe suboptimal foods, allowing the project team to refine and validate the wording of the upcoming large-scale survey.

These insights will directly feed into the design of the BREADCRUMB questionnaire and the next stages of research—bringing us one step closer to understanding how to increase consumer acceptance of suboptimal foods and reduce food waste across the EU.

# UPCOMING EVENTS 2026

The BREADCRUMB consortium will be present at several key events across Europe in 2026. We look forward to meeting stakeholders, sharing project insights, and engaging in discussions on food marketing standards and food waste prevention.

- **General Assembly in Bologna – 5–6 February 2026**

**Join us at the following events throughout the year:**

## **Fruit Logistica 2026**

Date: 4–5 February 2025

Location: Berlin, Germany

## **Fruit attraction 2026**

Date: 6–8 October 2026

Location: Madrid, Spain

## **BIO FACH 2026**

Date: 6–8 October 2026

Location: Nuremberg, Germany

## **Agra 2025 – International Fair of Agriculture and Food**

Date: 22–26 August 2026

Location: Gornja Radgona, Slovenia

# Collaboration is at the core of BREADCRUMB

We actively connect with related EU initiatives—exchanging insights, coordinating efforts, and working together to increase our collective impact.



## Workshop “Exploring social norms and Food Waste prevention”

10th September 2025

The online workshop brought together 18 participants from across Europe to exchange knowledge and practical approaches on tackling food waste with related project [CHORIZO](#).

 [Read more](#)



## ILVO Showcases EU Projects Driving a Sustainable Agrifood Future

ILVO recently hosted representatives from the European Commission's DG RTD – Bioeconomy & Food Systems, sharing insights on the future of sustainable agrifood. The visit highlighted ongoing research and innovation within several EU-funded projects, including ZeroW, MixMatters, [ToBeReal](#), [CHORIZO](#), BREADCRUMB, InnCoCells, DETECTIVE, and Redesign Food for Value.

 [Read more](#)

# Wishing you a Green Merry Christmas!

During the Christmas holidays, food waste tends to spike as families and friends gather to share meals, indulge in festive dishes, and host multiple events. In many European countries, food waste during Christmas can increase by **30-40%** compared to the rest of the year, adding to the staggering amount of food discarded annually. Globally, households already contribute a large share of food waste, and the holiday period can exacerbate that problem.

By planning thoughtfully and making small adjustments in the kitchen, we can enjoy festive meals and reduce the environmental and social cost of wasted food. Below are practical tips to help your readers celebrate more sustainably.



# 7 TIPS TO REDUCE FOOD WASTE AT CHRISTMAS:

1

## **Plan ahead and make a realistic menu**

Cook what you'll truly need and use what's already in your pantry.

2

## **Be strategic in shopping**

Bring a list, buy close to cooking day, and choose "imperfect" produce.

3

## **Serve Smart**

Offer smaller portions or let guests help themselves.

4

## **Store leftovers safely and creatively**

Label, freeze, and reinvent dishes for later meals.

5

## **Encourage guests to take home leftovers**

Share the surplus and spread the joy!

6

## **Compost or recover what can't be eaten**

Keep food waste out of landfills.

7

## **Reflect and adjust for next year**

Review what went unused and improve next time.

# Every plate saved counts! Celebrate tastefully, waste less, and make the season truly green.

Our partner [AVEC](#) and [EU-poultry](#), bring us some delicious recipes with **different chicken cuts** that will help us to avoid any food waste:

Upon reaching an internal temperature of 75°C, chicken meat is correctly cooked. This applies regardless of cooking method, temperature, or kind of meat, including white meat like chicken breasts and wings and dark meat like drumsticks and thighs.

Keeping this in mind, there are six main edible parts of the chicken that are fit for the tastiest recipes:

- **The entire chicken:** In some cases, the whole bird is the best cut and a perfect way to prepare it is roasting the whole chicken. Salt and brush with olive oil all sides of the piece before putting it for roasting for 20 to 25 minutes at 220°C. Roast for an additional 30–45 minutes at 200°C and let it rest 20 minutes before enjoying it!
- **Chicken breast** is one of the most common chicken cuts, known for its lean meat and high protein content. It is typically boneless and skinless, making it a popular choice for healthy meals. Chicken breasts can be grilled, baked, sautéed, or pan-fried and can be used in a variety of recipes, including salads, sandwiches, stir-fries, and pasta dishes.
- **Chicken thighs** are a more flavourful and tender cut than chicken breast. They have more fat and connective tissue, which makes them ideal for slow-cooking methods like braising or stewing. Chicken thighs are also perfect for grilling or pan-frying and can be used in recipes like curries, soups, and stews.
- **Chicken wings** are a popular appetizer and party food. They can be grilled, baked, or fried and are often served with a variety of sauces and dips. Chicken wings are also an excellent addition to soups and stews, providing extra flavour and texture.

- **Chicken legs**, also known as drumsticks, are a flavourful and inexpensive cut of chicken. They can be roasted, grilled, or fried and are often served with a variety of spices and sauces. Chicken legs are also an excellent addition to casseroles, soups, and stews.
- **Chicken thighs** with bones and skin are a flavourful and versatile cut of chicken. They are perfect for roasting, braising, or grilling, and the skin becomes crispy and golden. Chicken thighs with bones and skin are also ideal for adding flavour to soups and stews.
- **Chicken fat:** The fat that gathers on top of the stock can be utilized in a number of different ways. After heating it gently to remove all the water, filter it to get the best results. Using it, you can roast potatoes or root vegetables or create latkes. After two weeks in the refrigerator, freeze in an airtight container.



# STAY CONNECTED

We welcome your ideas and participation.

To get involved or receive updates:

 **Contact us:** [info@breadcrumb-project.eu](mailto:info@breadcrumb-project.eu)

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 **Website:** [www.breadcrumb-project.eu](http://www.breadcrumb-project.eu)

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**Thank you for being part of our journey!**

**With your support, we're transforming insights  
into action and working toward a future where  
no food is wasted.**

**Stay tuned – the next edition of BREADCRUMB  
is on its way, full of new ideas  
and inspiring stories!**

# CONSORTIUM



## Contact us

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