



BREADCRUMB

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



BREADCRUMB Glossary of Key Terms

Understanding the Key Concepts Behind Food Waste and Marketing Standards



Funded by
the European Union



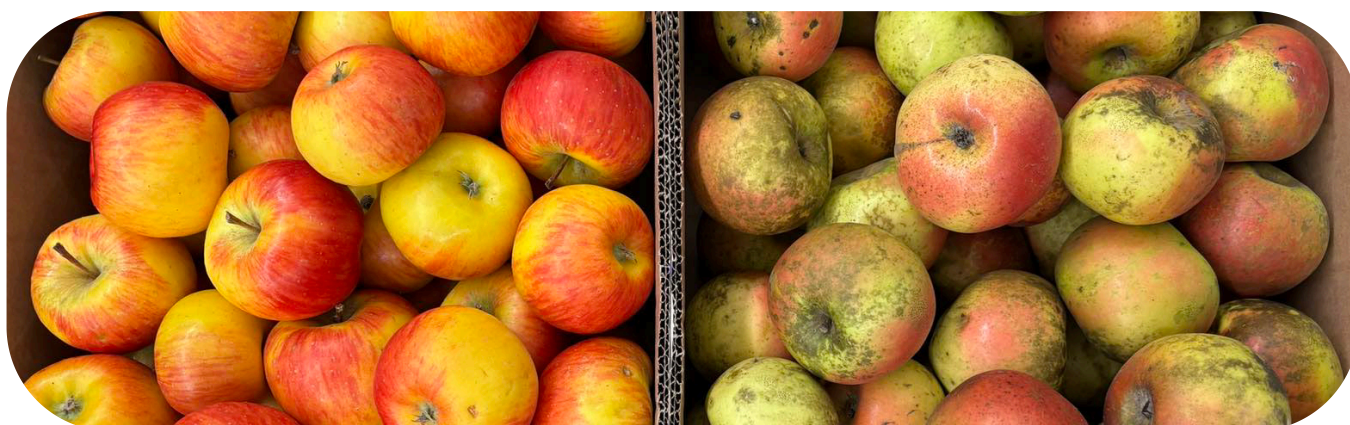
Introduction

At *BREADCRUMB*, we believe that understanding the language we use is essential to understanding the change we aim to create.

Our work spans food production, marketing standards, consumer behaviour, and waste prevention. These areas often rely on technical terminology that can be difficult to navigate.

To make this language more accessible, we launched the Jargon Campaign, introducing one key concept every two weeks.

This glossary brings those terms together into a single, structured resource – creating a shared language to better understand how food is valued, marketed, and sometimes lost or wasted across the value chain.



How to use this glossary

Each entry includes:

- A clear definition
- A *BREADCRUMB* perspective, explaining why the concept matters in the context of the project

This document is designed for:

- Policymakers.
- Researchers.
- Businesses across the food value chain.
- Anyone interested in sustainable and circular food systems.

Food Marketing Standards (FMS)

Definition

Obligatory rules or optional reserved terms aiming to address the expectations of consumers and to improve the economic conditions for the production and marketing as well as the quality of agricultural products.

They establish rules regarding product characteristics and other requirements that must be met for products to circulate within in the EU market.

BREADCRUMB perspective

BREADCRUMB has compiled an **EU-wide inventory of 1,350 food marketing standards** to better understand how such standards possibly affect food loss and waste along the supply chain.



Scan the QR or
download from [here](#)





Public Food Marketing Standards

Definition

These are the official rules set by governments or the EU. They define how food must be produced, labeled, and sold – ensuring safety, hygiene, and clear information for consumers.

BREADCRUMB perspective

BREADCRUMB studies how this leads to edible food being rejected; potentially leading to food waste, and works with stakeholders to co-create and propose recommendations to policy to make standards fairer, simpler, and less wasteful.





Private Food Marketing Standards

Definition

These come from supermarkets or food companies, not from law. They decide how products should look, their size, and even their packaging.

Though not official laws, they still determine what food makes it to the shelves — and what doesn't.

BREADCRUMB perspective

We explore how private rules shape what's sold and what's wasted. Together with farmers, retailers, and policymakers, BREADCRUMB is rethinking these standards to make them more flexible and less wasteful.





Public vs. Private Marketing Standards

Definition

Public = legal rules from governments or the EU.

Private = company-set rules, often stricter.

BREADCRUMB perspective

In BREADCRUMB: We identify and analyze both types via the compilation of an inventory of FMS standards across the EU.





Suboptimal Food

Definition

Food products that are physically imperfect or deviate from normal visual standards, however they do not have any intrinsic or safety concerns

BREADCRUMB perspective

BREADCRUMB project explores alternative business models to improve market access of foods that do not meet marketing standards but are still safe to eat.chain.





Food Waste

Definition

Food waste is any food, including parts we normally do not eat (like peels or bones), that is thrown away or removed from the food chain and becomes waste. It can happen at any stage, from production and processing to shops, restaurants, and households.

BREADCRUMB perspective

In BREADCRUMB, we fight food waste by working with our 16 case studies to collect real data and map where food waste happens, and why. We translate insights into practical guidelines; we support change by mapping mechanisms and identifying practical solutions.





Food Loss

Definition

Food loss is food that is lost before it reaches shops and consumers, for example during harvest, storage, or processing.

BREADCRUMB perspective

In BREADCRUMB, we work to reduce food loss by focusing on what happens upstream, before products reach the market. Using data from 16 case studies, we identify where products are not harvested, downgraded, or rejected because they do not meet standards or buyer requirements. We also explore and support valorisation pathways for these products, so they can still create value through alternative uses instead of being lost.





Aesthetic Standards

Definition

Rules on the appearance of food (e.g., colour, size, symmetry) that if not adhered to, leads to the disposal of perfectly safe and nutritious edible items.

BREADCRUMB perspective

In the BREADCRUMB project, partners investigate how these rules can increase food waste, by researching consumer preferences, while also looking into economically viable, alternative marketing channels for these food products.





Consumer Perceptions & Behavioural Barriers

Definition

People don't choose food based on facts alone. Appearance, habits, and expectations influence what we buy and eat, sometimes leading to perfectly good food being rejected.

BREADCRUMB perspective

In BREADCRUMB, we listen to consumers and learn from real-life situations to understand how perceptions shape food choices and how food that might otherwise be wasted can be better used.





Valorisation

Definition

Valorisation refers to a comprehensive set of processes aimed at converting surplus food and/or "imperfect" food into new, equal, or higher economic value products.

BREADCRUMB perspective

BREADCRUMB addresses the feasibility of valorisation options that provide solutions for improving the business potential of "imperfect" and/or surplus food, thereby helping to reduce food waste.



Towards More Sustainable Food Systems

This glossary is more than a collection of definitions – it is a tool to support clearer dialogue and more consistent understanding across the food value chain.

By aligning how we define and discuss key concepts, BREADCRUMB contributes to more effective collaboration between policymakers, researchers, businesses, and consumers. This shared language is a necessary step towards identifying practical solutions and enabling systemic change.

As the project progresses, these concepts will continue to inform our research, case studies, and recommendations, supporting the transition towards more sustainable and less wasteful food systems.





BREADCRUMB

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

STAY CONNECTED

Want to learn more or collaborate with us?
We'd be glad to hear from you.



Contact us: info@breadcrumb-project.eu

Follow us online

 <https://www.linkedin.com/company/breadcrumb-project>

 https://twitter.com/Breadcrumb_HE

 <https://www.youtube.com/@BREADCRUMBproject-rl3sp>



Website: www.breadcrumb-project.eu



Newsletter Subscription: [Subscribe here](#)

COPYRIGHT (C) 2024-2027 BREADCRUMB. ALL RIGHTS RESERVED.

