



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 FIFTH ISSUE OF THE BREADCRUMB NEWSLETTER

Dear Reader,

As we move into the final six months of the project, our work continues to build strong momentum. In this fifth edition of our newsletter, we share recent milestones, progress across our case studies, and the next steps as we approach the final phase of the project.

Together with our Consortium, we are advancing research on how food marketing standards influence food waste and how to improve market access to suboptimal food.

In this issue, you will also find a save-the-date for our **joint final event**. Stay tuned to learn more.

Thank you for following our progress and being part of the BREADCRUMB journey.

The BREADCRUMB Team



Quote from partner



"Six months to go in the **BREADCRUMB project**. Time is really flying! Together with all our partners, we are now fully focused on turning our findings into impactful publications and concrete evidence-based recommendations. We are excited to share the results of this journey with you at our Joint Final Event in Brussels.

Don't miss it, see you there!"



Rani Van Gompel

BREADCRUMB
Project coordinator

ILVO
Flanders Research Institute for
Agriculture, Fisheries and Food



Save-the-date for our Joint Final Event



Mark your calendar!

On 5 November 2026, three European projects , BREADCRUMB, ROSETTA & CATALYSE will come together in Brussels for a joint final event. This will be a unique opportunity to discover key insights, explore practical solutions, and engage with stakeholders working towards more sustainable and circular food systems.

More details on the programme and registration will follow soon.

Stay tuned!



BREADCRUMB



CATALYSE

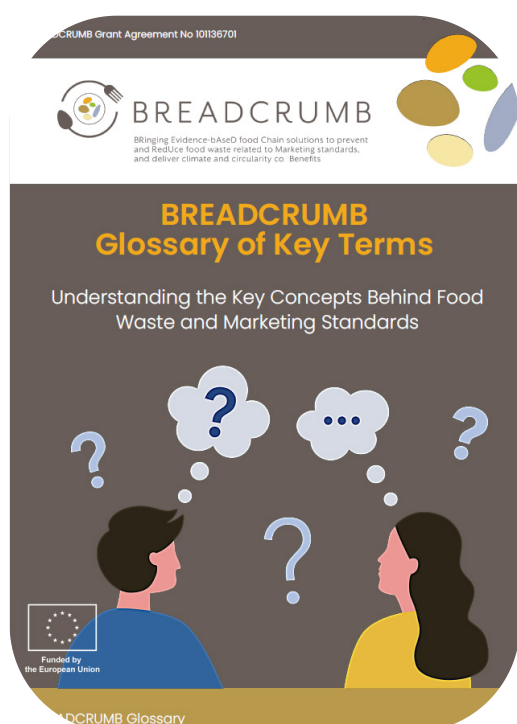


ROSETTA

Explore the BREADCRUMB inventory

Over the past months, we have unpacked the key concepts of the BREADCRUMB project through our Jargon Campaign.

Every two weeks, we zoomed in on a different term, bringing clarity to the language that shapes how we talk about food systems, marketing standards, and food loss and waste.



Together, these concepts help build a shared language, making it easier to understand where and why food is wasted, and how we can drive meaningful change across the value chain.

Re-watch the BREADCRUMB Glossary on our website: [here](#)

Now, the series comes to an end, covering ten essential concepts at the heart of our work. From Food Marketing Standards to Suboptimal Food, Food Waste, and Food Loss, alongside Aesthetic Standards and the influence of Consumer Perceptions and Behavioural Barriers on food choices. The campaign concluded with Valorisation, highlighting pathways to create value from surplus and imperfect products.

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.

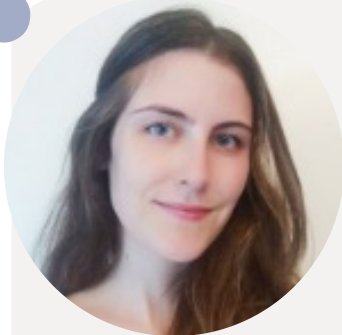
By aligning how we define and discuss key concepts, BREADCRUMB contributes to more effective collaboration between policymakers, researchers, businesses, and consumers. This shared language is a necessary step towards identifying practical solutions and enabling systemic change.

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.



MEET THE TEAM: NEW MEMBER

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

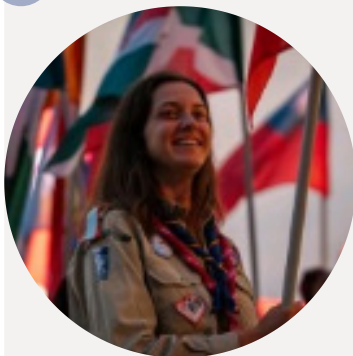


Raquel Alemañ

from PNO Innovation Spain.

Partner Voice:

"Being part of BREADCRUMB is both motivating and rewarding, as it allows us to contribute to rethinking how food systems address waste. In this context, we turn complex ideas into clear stories and tangible impact, helping the project connect with those who can drive meaningful change."



Isaura Theys

from FENAVIAN.

Partner Voice:

"Joining BREADCRUMB is another step in my discovery adventure in the world of sustainability! Participating in this project as Fenavian is helping us towards our goal of making our members more sustainable. Together we can make a big impact, tackling food waste all around Europe, by improving the food systems. It is also interesting to learn how the psychological side and choice of words change the perception of the consumer. Without economy no ecology, so it's great to see that the project finds different ways to keep the value of suboptimal products high!."



Case Studies in Action: Evidence from five commodities

As the BREADCRUMB project approaches its end, the case studies have played a key role in supporting data collection and deepening our understanding of how food marketing standards influence food waste across five different commodities. They have helped generate valuable, practice-based insights into where and why food waste occurs.

A more detailed overview of the results can be found in the project deliverables available on our website for those interested in exploring the findings further.



Understanding the Rules Behind Our Food System



The BREADCRUMB project has developed an inventory of more than 1,350 food marketing standards across the EU, covering products such as fruits and vegetables, meat, fish, eggs, and cereals.

This resource helps better understand how standards are designed, who defines them, and how they may influence food waste across the food supply chain.

The inventory is now available on the BREADCRUMB website.

 [Read more](#)

UPCOMING EVENTS 2026

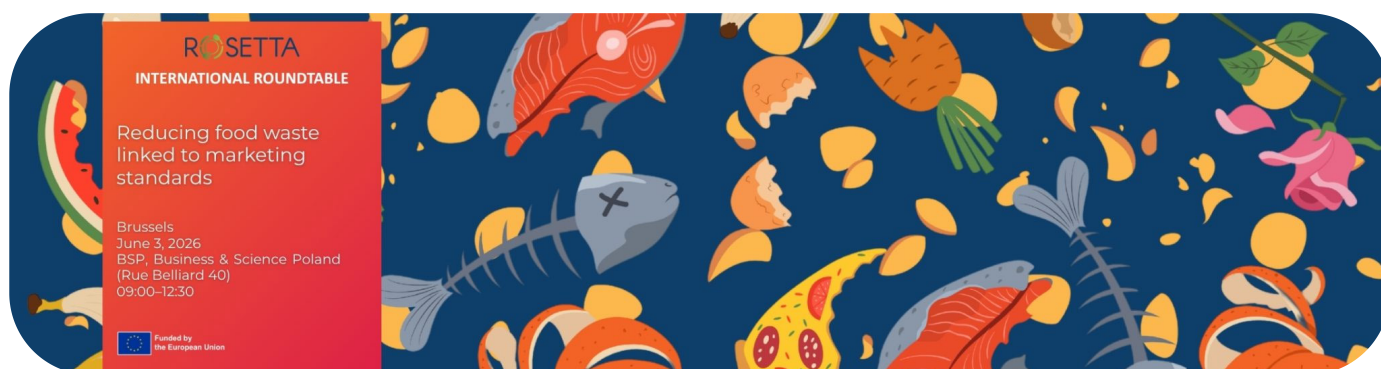
Join us at the following events for 2026

3 June 2026: Policy Roundtable – ROSETTA Project | Brussels

As part of our joint final activities, we take part in the policy roundtable in Brussels, hosted by our sister project Rosetta, bringing together policymakers, researchers, and stakeholders from across the food system.

The discussion will focus on key insights from the project and their relevance for shaping more effective and coherent policies to reduce food loss and waste. It will also provide a platform to exchange views on how research can better inform decision-making at EU and national level.

This roundtable offers a timely opportunity to connect evidence with policy and to discuss concrete pathways for change. More information on the agenda and participants [here](#).



Fruit attraction 2026



Date: 6–8 October 2026

Location: Madrid, Spain

Expo Fod Tech 2026



Date: 27–28 May 2026

Location: Bilbao, Spain

Agra 2026



Date: 22–26 August 2026

Location: Gornja Radgona, Slovenia



PROJECT PROGRESS & RECENT ACTIVITIES

May 2026



Trust, Transparency and Food Waste

On 14 May 2026, BREADCRUMB joined the FOODGUARD project for an online discussion on food waste, trust, and the acceptance of suboptimal food. The session explored how transparency, communication, and consumer perceptions influence food-related decisions. Representing BREADCRUMB, Dr. Anna Twarogowska shared insights into food marketing standards and consumer behaviour. □ Watch the recording [here](#).

 [Read more](#)

April 2026

Retail Interventions on Imperfect Produce in Germany (15–28 April, 2026)

To validate our case studies on fruits and vegetables, we are happy to share that our partners CSCP and LN are currently conducting retail interventions in two REWE supermarkets across NRW, Germany.

The initiative explores how consumers respond to imperfect produce—specifically yellow limes, which often face challenges in the market despite being just as tasty as their green ones. As these marketing cues are currently being tested, we invite you to stay tuned and follow our next newsletter and social media channels for updates and insights.

Key questions we are exploring include:

- **Do price incentives influence consumer choices?**
- **What role do communication messages play?**
- **Or is a combination of both needed?**

We look forward to sharing our findings with you soon.

PROJECT PROGRESS & RECENT ACTIVITIES

March 2026

BREADCRUMB at the 2nd ROSETTA Community of Practice



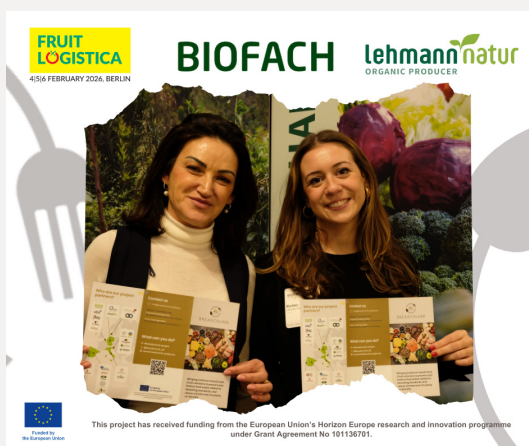
Food marketing standards shape what reaches our shelves, but how do they influence food waste? On 11 March 2026, BREADCRUMB took part in the dedicated session together with VISION4FOOD, during the ROSETTA Community of Practice.

BREADCRUMB's coordinator, EV ILVO, participated in the session, contributing to the exchange on progress achieved so far and reinforcing the importance of cross-project collaboration to reduce food waste linked to marketing standards. The meeting brought together researchers, retailers, policymakers, and food system actors committed to advancing sustainable food systems.

 [Read more](#)

January and February 2026

BREADCRUMB at FRUIT LOGISTICA and BIOFACH 2026



BREADCRUMB participated once again in FRUIT LOGISTICA and BIOFACH, engaging with stakeholders on the impact of marketing standards on food waste. Together with partner Lehmann Natur, the project discussed practical solutions to reduce the rejection of perfectly edible produce and promote more sustainable food systems. The exchanges also supported preparations for an upcoming pilot test on yellow limes in selected retail stores.

 [Read more](#)

PROJECT PROGRESS & RECENT ACTIVITIES

February 2026

3rd General Assembly with the BREADCRUMB Consortium in Bologna



From 4–6 February 2026, the BREADCRUMB consortium met in Bologna for its 3rd General Assembly, hosted by UNIBO and Natura Nuova. Partners reviewed progress, aligned priorities for the final year, and advanced work on modelling and recommendations to reduce food waste linked to marketing standards.

 [Read more](#)

From Research to Reality: Field Visit in Bologna

As part of the programme, partners participated in a field visit hosted by Natura Nuova, gaining first-hand insight into real-world practices along the food value chain. The visit reinforced the practical relevance of BREADCRUMB's work and strengthened the link between research outcomes and operational realities.



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 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

✉ info@breadcrumb-project.eu



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