



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 THIS SPECIAL EDITION OF THE BREADCRUMB NEWSLETTER

Dear Reader,

This special edition is dedicated to the **BREADCRUMB, ROSETTA & CATALYSE Joint Final Event**, bringing together research, policy and industry to explore how to reduce food waste and build more sustainable food systems.

Discover the programme, meet the speakers and learn about the three projects behind this joint initiative.

SAVE THE DATE

5 November 2026

Brussels, Belgium • Herman Teirlinck Building

09:00–16:45

REGISTER NOW

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Warm regards,

The BREADCRUMB Team



Join us in Brussels for the Joint Final Event

BREADCRUMB, ROSETTA & CATALYSE Joint Final Event

On **5 November 2026**, BREADCRUMB, ROSETTA and CATALYSE come together in Brussels to share key results and explore practical solutions for **reducing food waste, advancing food safety and building sustainable food systems**.

Expect plenary sessions, an EU policy perspective, expert discussions and interactive breakouts, with a chance to shape recommendations for policy and practice.

A central question will guide the day:

How can we reduce food waste, advance food safety and support viable, sustainable food systems?

REGISTRATION IS OPEN

Researchers, policymakers, food businesses, innovators and public authorities are invited to join the discussion.



5 November 2026 · 09:00–16:45



Herman Teirlinck Building, Brussels

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MEET THE BREADCRUMB SPEAKERS

Meet some of the BREADCRUMB experts contributing to the Joint Final Event.



ILVO

Anna Twarogowska

Postdoctoral Researcher |
BREADCRUMB Project Coordinator |
[ILVO](#)

How can evidence help move the discussion from research to action?

Connecting project evidence with what needs to change, who needs to act, and how research can inform policy.



ILVO

Capwell Forbang Echo

BREADCRUMB Coordinator | [ILVO](#)

How can we estimate food waste when the data we need are not available?

Exploring approaches to estimate food waste and close data gaps for better marketing decisions.



vltn

Chantal den Broeder, PhD

Food Systems Expert | [VLTN](#)

How complex is the landscape of food marketing standards and what relevance does it have for food waste?

Setting the scene on EU food marketing standards: where, and why, food may be excluded from the market.



vltn

Paulina Szwed

Social Sciences Expert | [VLTN](#)

How can digital tools and business models support a better food system?

Exploring how innovative approaches can turn knowledge into practical solutions.



Miguel Ozáez

Innovation Consultant | Circular Bioeconomy | [PNO Innovation](#)

How can we bridge the gap between developing a digital tool and achieving real-world uptake?

How the "Food Value Navigator" can move from project to real-world adoption.

 **PNO INNOVATION**



ainia

Maripaz Villalba

Product Quality and Preservation Project Manager | [AINIA](#)

How can stakeholder perceptions and priorities influence the transition towards a more sustainable food system?

How different perspectives can influence decisions on reducing food waste.



Matteo Masotti

Researcher | Department of Agricultural and Food Sciences, [University of Bologna](#)

How can we balance food standards and sustainability when different priorities compete?

Trade-offs and decision-making: balancing food standards with sustainability objectives.



 **MC Sonae**

Ana Machado Silva

Area Manager, Foodtech & Sustainability, R&D and Innovation | [MC Sonae](#)

What needs to change, and who needs to act?

Recommendations, responsibilities and next steps in the From Evidence to Action discussion.

More BREADCRUMB, ROSETTA and CATALYSE partners will also contribute throughout the day.

THREE PROJECTS, ONE SHARED CONVERSATION

The Joint Final Event brings together three EU-funded projects addressing complementary challenges across **food waste, food safety, marketing standards, innovation and sustainable food systems**.

BREADCRUMB

Evidence-based solutions to prevent and reduce food waste related to marketing standards



BREADCRUMB

BREADCRUMB investigates how food marketing standards influence food waste across the value chain and develops evidence-based approaches to reduce it and improve market access for food that may not meet certain requirements.

Visit the website: www.breadcrumb-project.eu

ROSETTA

Reducing food waste due to marketing standards through alternative market access



Reducing food waste due to marketing standards through alternative market access

BREADCRUMB's sister project develops and validates **alternative market pathways for suboptimal food that remains safe to consume**, with recommendations for food businesses, standards owners and policymakers.

Visit the website: rosetta-project.eu

CATALYSE

Catalysing scientific innovation into food safety action



Catalysing scientific innovation into food safety action

CATALYSE accelerates the uptake of **innovative food safety solutions**, bridging **innovators, practitioners, regulators and end-users** through its **Collect · Translate · Facilitate · Educate** model.

Visit the website: thecatalyseproject.eu

DIFFERENT PERSPECTIVES, A SHARED AMBITION

BREADCRUMB and ROSETTA bring evidence on **marketing standards and food waste**; CATALYSE adds **food safety innovation**.

Together, the projects explore one shared question:

How can we reduce food waste, advance food safety and support viable, sustainable food systems?



CONSORTIUM



Thank you for being part of our journey!

Stay tuned – the final edition of **BREADCRUMB** is on its way!

Contact us

✉ info@breadcrumbs-project.eu



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