

Who are our project partners?

ILVO
 Flanders Research Institute for Agriculture, Fisheries and Food

vltm

AVEC
 THE VOICE OF EUROPEAN PRODUCE MARKETS

FEBEU

FENAVIAN

MC
 Sonae

CONTINENTE

CSCp
 COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION

lehmann natur
 ORGANIC PRODUCER

UNIVERSITY OF COPENHAGEN

LABRUG FODJABER

CREDA
 CENTRE DE RESEARCH IN ECONOMIA (DESIGN/INNOVATION/AGROALIMENTARI)

ainia

Anecoop

BY PNO GROUP

ALMA MATER STUDIUM UNIVERSITÀ DI BOLOGNA

natura nuova
 LE CANTINE DEL MONDO

ITC
 INNOVATION TECHNOLOGY CLUSTER

AGRIFOOD
 DIGITAL INNOVATION HUB

VILA NATURA
 food products

Greenpoint
 LIVING LAB

MenSana
 MEDENAKKASZKO MÉRÉSZE

Contact us

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What can you do?

Follow us on LinkedIn and visit our website

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X @Breadcrumb_HE

www.breadcrumb-project.eu



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BREADCRUMB



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

The project

Within BREADCRUMB, our goal is to explore the connection between food marketing standards and the impact on generating food waste (FW). The project seeks to suggest interventions within these marketing standards to reduce food waste without compromising existing food safety standards. Additionally, the project aims to increase the value of suboptimal foods, fostering collaboration and creativity to promote sustainability and productivity throughout the food value chain.



5
M€ Budget



3 years
(2024 -2026)
Duration

What We Do?

- Study public and private food marketing standards to understand and mitigate their impact on food waste.
- Estimate food waste to develop evidence-based models to predict waste reduction.
- Enhance market access and business potential for suboptimal foods through innovative solutions.



21
Partners



7
Countries

Why It Matters?

- **Reduce food waste**
By identifying and addressing inefficiencies in the food supply chain, we contribute to a more sustainable future by providing recommendations on preventing food waste.
- **Maximize business potential**
By valorizing suboptimal foods, we create new market opportunities and improve profitability for food businesses.



5
Food commodities



Fruit & Vegetables



Meat



Cereals



Eggs



Fish

16
Case studies

8 case studies

3 case studies

2 case studies

2 case studies

1 case study

