



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 ABOARD THE BREADCRUMB NEWSLETTER

Get ready to stay in the loop with all the developments, achievements,
and future plans of our project.

In this first edition, we are diving deep into the heart of BREADCRUMB.
We are rolling out the red carpet to introduce the project and our coordinators!

Thank you for being part of the journey!

Stay tuned for further updates as we embark on this exciting journey together!

The Breadcrumb-team



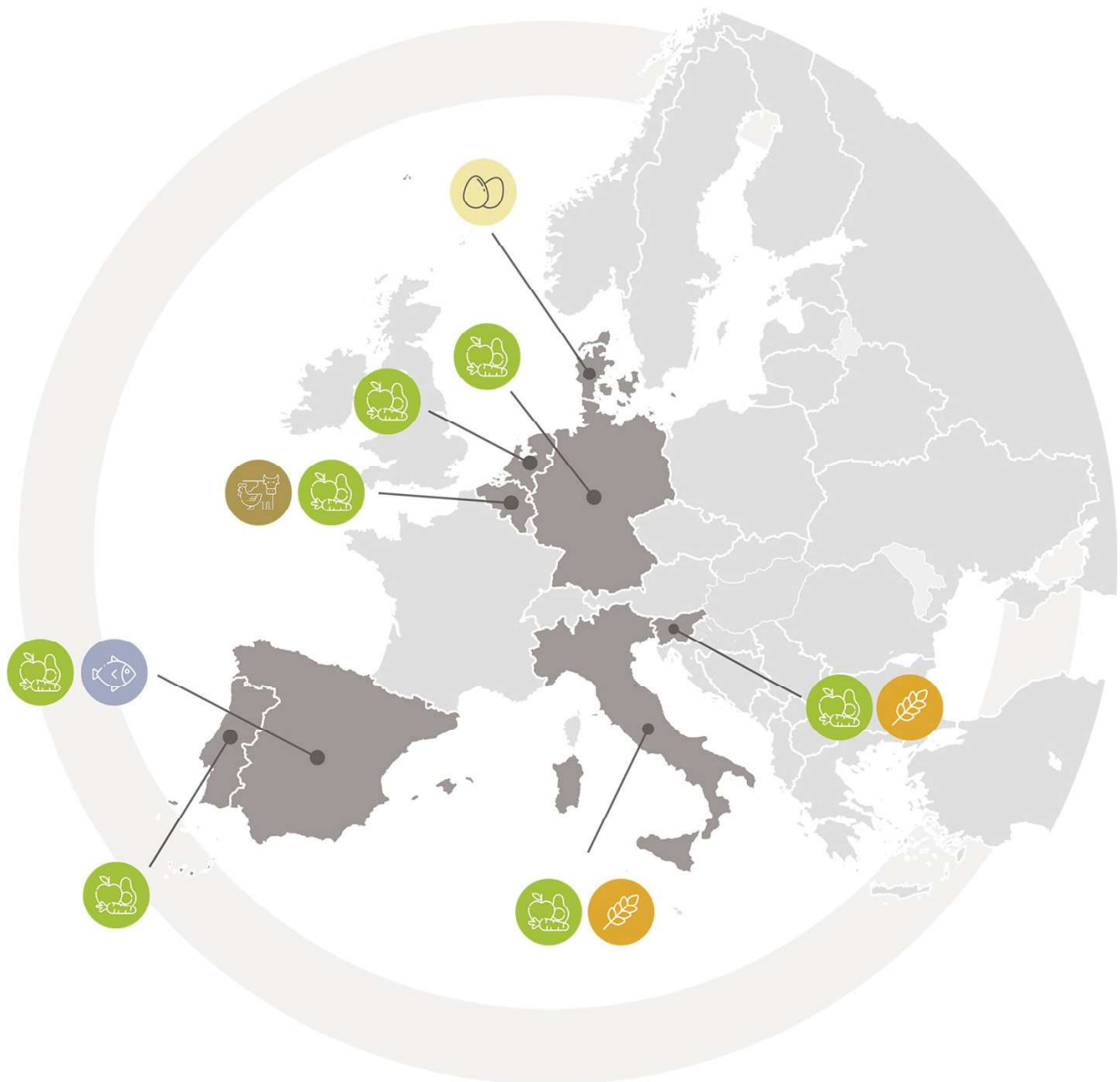
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A GLIMPSE INTO THE PROJECT

BREADCRUMB started in January 2024, and secured €5,003,746.41 from the Horizon Europe Framework Programme for a 36-month duration. Under the coordination of EV-ILVO (Eigen Vermogen Van Het Instituut Voor Landbouw – En Visserijonderzoek), BREADCRUMB gathers 21 partners from 7 different EU countries. The project's overarching goal is to create evidence-based food chain solutions to minimize food waste linked to marketing standards, while also promoting climate and circular economy benefits.

BREADCRUMB aims to create practical tools and guidelines tailored for food chain actors. These resources will increase the business potential of suboptimal foods and encourage them to be brought to the market, in this way avoiding food waste.



WHAT ARE THE PROJECT GOALS?

The project's ambition is to simplify food marketing standards by:

- Creating an inventory of private and public standards, explaining their purpose.
- Establishing empirical evidence for estimating food waste (FW) in five commodities (fruit & vegetables, meat, eggs, cereals, fish).
- Modeling how marketing standards contribute to FW and suggesting a re-balancing of existing standards.
- Improving market access for suboptimal foods, guiding businesses in selecting channels, and changing consumer perceptions.
- Providing operational and policy guidance based on results to prevent/reduce FW linked to marketing standards.

MEET OUR COORDINATOR

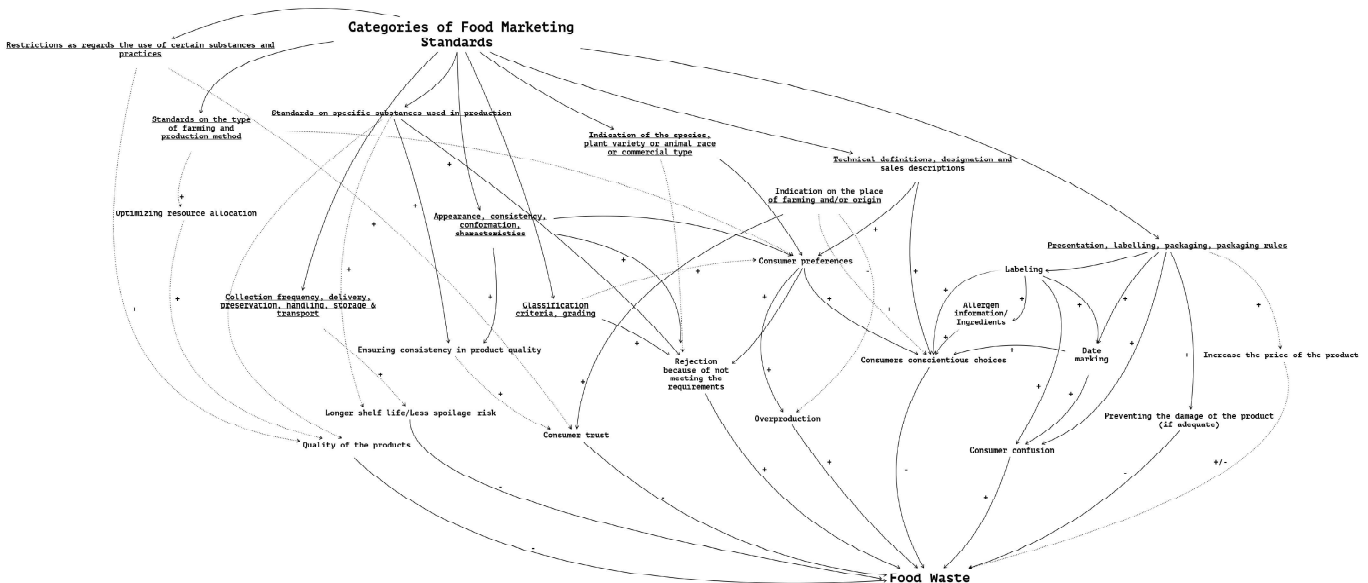
- Are you curious to learn more about the enthusiast team at ILVO, coordinating and working on the BREADCRUMB project? [Click here!](#)
- [Stay tuned for the monthly reveal of the remaining consortium members!](#)




BREADCRUMB'S ACHIEVEMENTS!

During the first six months, the project partners have already produced 6 deliverables! Thank you for all the work done already!

VLTN created a preliminary conceptual model, aiming to create a mutual understanding and common language between all project partners. This model connects food marketing categories with the five food commodities of the project (fruits and vegetables, meat (poultry and bovine), cereals, fish, and eggs) and analyses factors contributing to food waste.




- All case study partners have made a case study plan, which helps to define the goals and approach of each case study.
- ILVO developed the project handbook and the data protocol, as well as the data management plan.
- PNO made a first Dissemination, exploitation, and communication plan.
- Furthermore, on the **28th of May** we had our first meeting with our interest group! 33 participants, of which 18 members of our BREADCRUMB Food Marketing Standard Interest Group (BFMSIG) and also members of our sister project Rosetta. During this meeting we introduced BREADCRUMB project, presented potential gains, our expectations, and a tentative timeline.



BREADCRUMB AT A GLANCE

- Budget : € 5 003 746,41
- Duration: 36 M
- January 2024 – December 2026
- 21 partners
- 7 countries
- Call: Horizon-CL6-2023-Farm2Fork-01-14



EVENTS AND NEWS SINCE THE PROJECT STARTED:



BREADCRUMB project kick off meeting on 16-17 January 2024

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Food Losses and Waste in Horticultural Systems: The BREADCRUMB Project

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First contact has been made with our Sister project: Rosetta, as well as with another project working on food waste: 'Sisters'.

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MEAT CASE STUDY PARTNERS FEBEV, AVEC AND FENAVIAN IN THE SPOTLIGHT!

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COLLABORATION OPPORTUNITY: YOUR INPUT ON PRIVATE FOOD MARKETING STANDARDS!

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BREADCRUMB's presence at the Macfrut 2024

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FUTURE PLANS & EVENTS

- External Advisory Board Meeting in mid June 2024
- 4th June 2024: **WASTELESS round table** "Set up an alliance to improve FLW measuring and monitoring: participants, goals, approach and methods"
- **5th June 2024: Let's Reduce Consumer Food Waste!** Solutions from the European Consumer Food Waste Forum
- Joint Session with Collaboration projects, October 2024
- **8-10 October 2024. Fruit Attraction**
- In November 26-27th BREADCRUMB will have its first **General Assembly** in Valencia, organized by ANECOOP, AINIA, PNO and ILVO

NETWORKING

SISTER PROJECT



ROSETTA

ROSETTA and BREADCRUMB have established a collaboration to address food sustainability challenges. BREADCRUMB aims to provide an evidence-based understanding of food marketing standards' impact on food waste, proposing interventions to balance reducing waste with other standards' objectives. ROSETTA focuses on assessing how marketing standards contribute to food waste and proposing sustainable solutions for utilizing food that doesn't meet these standards but is still safe to consume. Together, both projects collaborate to analyze marketing standards' role in food waste and propose solutions for a more efficient and sustainable food system.

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CONSORTIUM



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What can you do?

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