



BREADCRUMB

Webinar: Discussion on the Relationship between Food Marketing Standards and Food Waste

Date: Wednesday, January 15, 2025, from 11:00-12:30hrs (CET)

Objective: To obtain input / feedback from external stakeholders on the hypotheses developed in work package 1 of the BREADCRUMB project on:

- a) the relationship between food marketing standards and food waste.
- b) the relationship between private and public food marketing standards.

A presentation will be given on the hypotheses developed as a result of data collected to date (desktop research, literature review, compilation of an inventory of food marketing standards, EU-wide survey, and in-depth interviews) within work package 1. The hypotheses will include those that are specific to the following food commodity categories – fruits and vegetables, meat, eggs, fish, and cereals.

Registration: For organizational purposes, please let us know **by December 16, 2024** if you are able to attend the webinar by indicating “yes” or “no” within the form at the following link:

https://forms.office.com/Pages/ResponsePage.aspx?id=DkU1Jk2n90e_efZRGp7ynRa33lZKM1JlI63GRaQwifVUQ1JUTUs4SEpPT0tER1pFS0o5U0JVQzRKUi4u

Webinar:

Microsoft Teams

[Join the meeting now](#)

Meeting ID: 373 612 908 83

Passcode: v7fJ3gW7

AGENDA

1. Welcome remarks, and explanation about the objectives and structure of the webinar (5 minutes)
2. Context: Overview of work package 1 and linkages with rest of the project (20 minutes)
3. Presentation of hypotheses followed by Question & Answer/Discussion Session after the each hypothesis presentation (60 minutes)
4. Concluding remarks (5 minutes)

