



BREADCRUMB

BRinging Evidence-**b**AseD food Chain solutions to prevent
and **ReDU**ce food waste related to Marketing standards,
and deliver climate and circularity co-**Be**nefits

WELCOME TO THE SECOND ISSUE OF THE BREADCRUMB NEWSLETTER

Dear Readers,

In this 2nd edition, we take you deeper into the heart of the BREADCRUMB project. Over the past 12 months, we have made incredible steps. From insightful case studies to strategic discussions on food marketing standards, we are excited to share the progress we have made together.

Let's dive in!

Warm regards,
The BREADCRUMB Team



FACES BEHIND THE BREADCRUMB PROJECT

BREADCRUMB brings together 21 organizations, companies, and other associations, all working collaboratively to explore the role of Food Marketing Standards (FMS) and their impact on food waste. Learn more about our partners and their work on our [website](#) and do not miss the introductory videos on our [YouTube](#) channel.

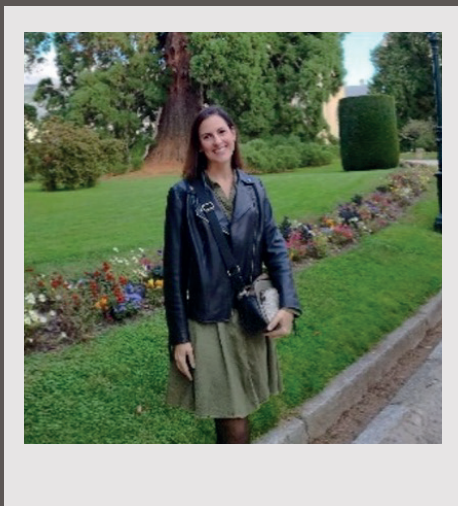
Also, two new people have joined our BREADCRUMB project since the last newsletter update.

WELCOME ABOARD!

RACHEL LEMAITRE FROM [ILVO](#)



MARIA JIMÉNEZ FROM [PNO](#)



Further, we are accompanied by non-project partners. For more information about these two groups, please visit the [BREADCRUMB](#) website.

- **Our 6 members of the External Advisory Board (EAB)**

The BREADCRUMB project is proud to bring together a dynamic and diverse group of researchers and practitioners, each contributing their unique expertise to ensure the success of our work. Our Expert Advisory Board (EAB) is a fully participative body dedicated to validating the project's results and ensuring they advance beyond the current state of the field. We are pleased to be collaborating with the following experts and organizations:

- Mr. Eduardo Cotillas, Spanish food and drinks industries federation ([FIAB](#))
- Mr. Alexander Theodoridis, [Boroume](#)
- Mrs. Anne Charlotte Mornington (Independent expert)
- Mr. Klaus Jørgensen, [Danish Agriculture & Food Council](#)
- Mr. Markus Hurschler, [Foodways Consulting GmbH](#)

Their full profiles will be available on our website soon!

- **Our 25 members of the BREADCRUMB Food Marketing Standard Interest Group (BFMSIG)**

BREADCRUMB is also supported by an interest group of 25 members, including food businesses, civil society organizations, FW entrepreneurs and JRC representatives. Its main purpose is the validation of the innovation potential and the applicability of the project results.

Click [here](#) to find out more details about our members!

If you would like to participate in the biannual meetings, **please contact Rani Van Gompel by e-mail (rani.vangompel@ilvo.vlaanderen.be)**

Stay tuned as we reveal more consortium members each month!

BREADCRUMB'S ACHIEVEMENTS

Here are some key milestones, since the last newsletter:

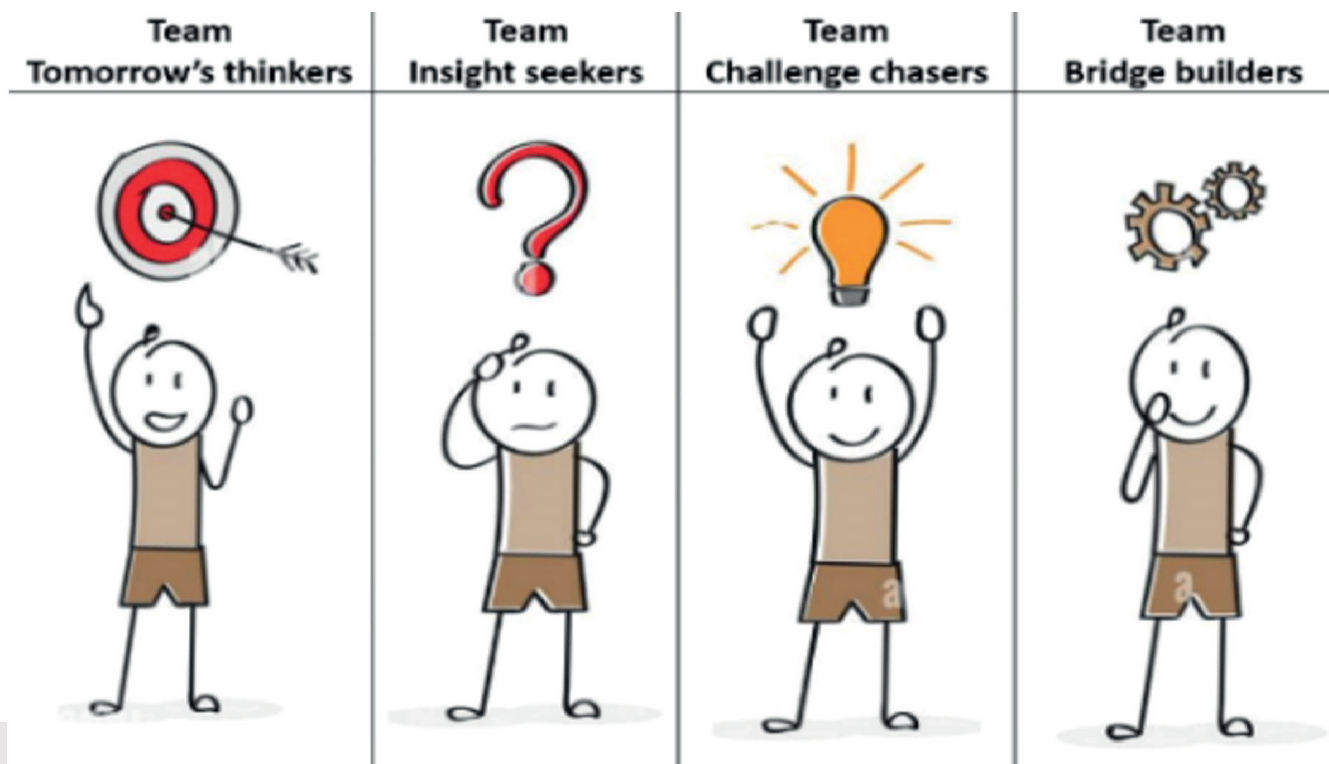
- **Inventory of 1,350 public and private food marketing standards.**

This list was compiled in relation to five food commodities related to BREADCRUMB: fruits and vegetables, meat (poultry, bovine and pork), fish, eggs, and cereals.

The inventory provides the following key points of information about each standard: name, a brief description, categorization of the standard according to EU Regulation 1308/2013, the food commodity category, geographic scope, supply chain stage, if the standard is public or private, and where further information about the standard can be located online.

This valuable information is already available [here](#).

- **1st General Assembly in Valencia in November 2024. Friendly competition sparks engagement at the General assembly.**





To foster interaction and creativity during the General Assembly in Valencia, participants were randomly divided into four teams:

- **Tomorrow's Thinkers:** Focused on future-oriented questions and suggestions.
- **Insight Seekers:** Specialized in clarifying and refining ideas.
- **Challenge Chasers:** Tackled problem-solving with innovative questions and suggestions.

Bridge Builders: Focused on fostering collaboration and connection.

Each idea or question raised earned points for the respective team, adding an exciting layer of competition to the General Assembly. After two days of dynamic discussions and teamwork, **the Insight Seekers** emerged as the winners.

Congratulations to them—and to everyone—for their enthusiastic participation!

- **Second webinar with the BREADCRUMB Food Marketing Standard Interest Group.**



An insightful webinar led by our partner VLTN about the relationship between Food Marketing Standards and Food Waste, was held on 18th November.

More information on our [website](#)!

EVENTS AND NEWS

December 2024



European Poultry Sector leads in sustainability and food waste reduction

Discover how the European poultry sector is championing sustainability and reducing food waste across the supply chain—from production to consumption.

[READ MORE](#)

November 2024

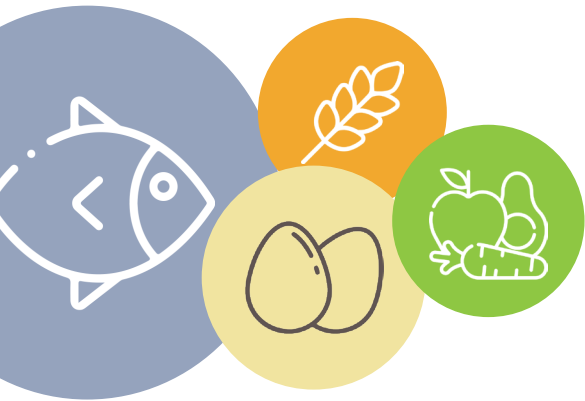


26th and 27th November: BREADCRUMB in Action: Highlights from Valencia's General Assembly
BREADCRUMB consortium gathered in Valencia, Spain, for a successful two-day General Assembly organized by PNO, ANECOOP and AINIA, which took place in Anecoop and AINIA's facilities.

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A Fruitful Journey: Field visit to one of Anecoop's packaging houses of Persimmons & Oranges.
After the first session of the General Assembly at Anecoop's facilities in Museros, Valencia (Spain), the consortium had the opportunity to visit the Llíria cooperative. During the visit, project partners gained first-hand insights into the sorting and distribution processes of key regional products such as persimmons and oranges. The tour included a detailed explanation of the techniques



used to ensure the quality and freshness of the products, from harvest to market preparation. Additionally, the cooperative highlighted its innovations in logistics and sustainability, emphasizing its commitment to local economic development and reducing its environmental footprint. This experience allowed consortium members to better understand the challenges and opportunities in the agri-food sector, fostering knowledge exchange and strengthening collaborations within the project framework.

October 2024



8th to 10th of October: Fruit Attraction 2024 in Madrid (Spain)

"Zero Waste: obligations and opportunities in the food chain" conference, an informative session that offered a comprehensive vision of the improvements that companies in the agri-food sector can implement, as well as the opportunities that arise to reduce waste in all links of the chain. The BREADCRUMB project was represented by AINIA, Anecoop and PNO.

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MC Sonae Partner Spotlight: Continente's Zero Waste Initiative.

MC has launched the **Zero Waste range** providing fruits and vegetables that would otherwise be discarded in the fields.

These products, with small imperfections that do not affect their quality or taste, are given a second chance.

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BREADCRUMB invited to the annual webinar of SISTERS

On 17th October 2024, Anna Twarogowska from ILVO had the opportunity to present BREADCRUMB at the annual Sisters webinar in Brussels.

This year's webinar focused on a crucial question: How can we reduce food waste in the retail sector without losing profits?



As part of the presentation, BREADCRUMB highlighted one of our 16 compelling case studies featuring MC from Portugal, highlighting the impactful measures already being implemented to tack food waste effectively.

[MORE INFO](#)



CREDA's Key Contributions to the BREADCRUMB Project.

Discover the latest achievements from our partner, CREDA, whose valuable insights support the reduction of food waste and the optimization of the food supply chain.

In collaboration with OPP Peix Blau, CREDA has collected important data from the seafood sector to enhance our understanding of how food marketing standards influence food waste generation.

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**Collaboration with the SISTERS project.
9th September 2024.**

How synergies between various EU initiatives can raise awareness and combat food losses and waste at the agricultural level.

[READ MORE](#)



BREADCRUMB presented at the 2024 Food Waste Report Event in Rome, 16th September 2024.

BREADCRUMB project partner Alma Mater Studiorum – Università di Bologna (UNIBO) presented BREADCRUMB project in Rome at the 2024 International Waste Watcher report on food waste in the G7 countries.

[READ MORE](#)



The fifth International Day of Awareness of Food Loss and Waste 29th September 2024

BREADCRUMB consortium celebrating the International Day of Awareness of Food Loss and Waste.

[READ MORE](#)



62nd International Fair of Agriculture and Food (AGRA)

24th and 29th August 2024, in Gornja Radgona, Slovenia.

Slovenian partners—Vila Natura, Green Point, ITC, and Mensana—participated in the 62nd International Fair of Agriculture and Food (AGRA) in Gornja Radgona, Slovenia, held from 24th to 29th August 2024. As the largest agri-food fair in the region, AGRA brought together key stakeholders from across the agri-food sector. During the event, the partners emphasized the significance of food marketing standards and their role in FLW generation. The fair provided an outstanding platform for meaningful stakeholder engagement, knowledge sharing, and promoting sustainable solutions to enhance food systems.

[READ MORE](#)



Exploring Marketing Standards Impact on Food Waste Through the Entire Food Value Chain: 3 Slovenian Case studies.

Three Slovenian partners — Green Point, Mensana, and Vila Natura — gathered insights on the importance of marketing standards and data collection in tackling food waste from production to consumption.

[READ MORE](#)



BREADCRUMB participates in the Wasteless round table: "Set up an alliance to improve FLW measuring and monitoring: participants, goals, approach and methods".

As part of the breadcrumb team, ILVO and VLTN participated in WASTELESS project round table discussion on June 4th, 2024.

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Let's Reduce Consumer Food Waste!

BREADCRUMB was represented by partners CSCP, UCPH, CREDA, ILVO, AVEC and MC on the 5th of June 2024.

[READ MORE](#)



FEBEV, the National Federation of Belgian Meat, held its General Assembly on June 5th, 2024.

The main theme of this General Assembly was Artificial Intelligence (AI) and how it can help companies advance in their future operations. In addition to AI, the Breadcrumb project was also on the agenda and was presented in detail to its members.

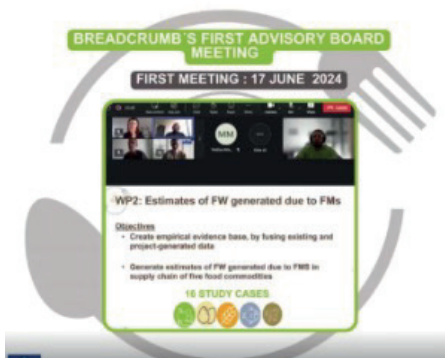
[READ MORE](#)



Discover the Excellence of Belgium's Meat Sector with FENAVIAN

As a key partner in the BREADCRUMB project, FENAVIAN contributes its expertise to the meat case study, focusing on processed meats from various species, including beef, pork, and poultry. Watch this video highlighting the exceptional quality and high standards of Belgium's fine meat products, as well as the dedication of the people behind them. Discover the FENAVIAN's Sector Movie: Meat Products from Belgium!

[MORE HERE](#)



BREADCRUMB project introduced its inaugural Advisory Board

17th June 2024, BREADCRUMB project introduced its inaugural Advisory Board, consisting of reputable external experts in food waste and marketing standards. The goal is to establish a robust network with experts in these fields, offer impartial scientific guidance, validate the project's significance, and facilitate knowledge exchange.

[MORE HERE](#)

LOOKING AHEAD: FUTURE PLANS

What is next for BREADCRUMB in 2025?

January 2025

Webinar on the relationship between (public and private) food marketing standards and food waste, 15th of January 2025.



This session's objective was to gather input and feedback from external stakeholders regarding the hypotheses developed in the BREADCRUMB project. Specifically, we aim to explore:

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

Detailed agenda is available on our [website](#).

February 2025



Fruit Logistica in Berlin (Germany)

February 5-7, 2025 our project will be represented by partner Anecoop.

More information in short. Stay tuned!

May 2025

3rd meeting with the Food Marketing Standard Interest Group.
Date and Location to be confirmed in short. Stay tuned!

September 2025



World Food Istanbul EXPO 2025 in Istanbul (Turkey)
September 2-5, 2025.



The fifth International Day of Awareness of Food Loss and Waste
September 29, 2025.



Fruit Attraction Madrid, Spain
September 30 - October 2, 2025.

NETWORKING CORNER



Collaboration with other EU projects never stops. Our website is now updated with all the information about BREADCRUMB's related projects. You can find more information [here](#).

LET'S CONNECT!

Would you like to share your ideas? Get in touch and send a mail to our coordinators:

- Anna Twarogowska : anna.twarogowska@ilvo.vlaanderen.be
- Capwell Forbang Echo : capwellforbang.echo@ilvo.vlaanderen.be

STAY CONNECTED!

Follow the trail to innovation and discovery with us!

 <https://www.linkedin.com/company/breadcrumb-project>

 https://twitter.com/Breadcrumb_HE

 <https://www.youtube.com/@BREADCRUMBproject-rl3sp>

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Thank you for being part of this journey. Together, we're shaping a future with less food waste and more sustainable practices. Don't miss a step – Stay tuned for the next issue of BREADCRUMB!

Subscribe to receive the BREADCRUMB newsletter with the latest news and events



SUBSCRIBE HERE

Wishing you a Happy New Year and Zero Food Waste for 2025 !

Challenge of the season: Zero food waste!

Hope you turned leftovers into delicious creations and shared the love (and snacks) with friends, family, or neighbors in need.

Wishing you a Happy New Year!

We are excited to continue this journey with you in 2025!

CONSORTIUM



Contact us

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What can you do?

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