ROSETTA

Press Release

From Evidence to Action: BREADCRUMB, ROSETTA and CATALYSE join forces to shape the future of sustainable food systems

Brussels, October 2026

On 5 November 2026, the Horizon Europe projects BREADCRUMB, ROSETTA and CATALYSE will come together for their Joint Final Event, “From Evidence to Action: Food Waste, Food Safety and the Future of Food Systems”, at the Herman Teirlinck Building in Brussels.

Bringing together researchers, policymakers, food businesses, public authorities, innovators and other actors across the food system, the event will provide a space to exchange evidence, experiences and solutions developed through the three projects and discuss how these can inform future policy and practice.

Connecting food waste, food safety and sustainable food systems

Food waste and food safety are closely connected to the rules, practices and decisions that shape how food is produced, marketed, distributed and consumed. Tackling these challenges therefore requires more than isolated solutions. It requires collaboration across research, policy, business and society.

BREADCRUMB, **ROSETTA** and **CATALYSE** approach this challenge from complementary perspectives.

🍅 **ROSETTA** investigates how food marketing standards contribute to food waste and tests alternative market approaches for suboptimal foods, across four key commodities: **fruits & vegetables, dairy, cereals, and meat**. Through pilot activities across five European countries, the project generates evidence and develops solutions, replication guidance and policy recommendations aimed at reducing food waste while supporting more sustainable food value chains.

🍅 **BREADCRUMB** examines the relationship between public and private food marketing standards and food waste. Through an extensive evidence base and 16 case studies across 5 food commodities (**fruit & vegetables, meat, eggs, cereals, and fish**), the project works to identify how marketing standards can be better balanced with food waste prevention while improving market opportunities and consumer acceptance for suboptimal foods.

🍅 **CATALYSE** focuses on accelerating the uptake of **innovative food safety solutions** by connecting researchers, innovators, regulators, practitioners and end-users. Its work seeks to bridge gaps across the food system and support the translation of scientific knowledge and innovation into practical food safety action.

By bringing these perspectives together, the Joint Final Event will explore a central question, providing complementary perspectives on a key challenge affecting European food systems:

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

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From project results to practical action

The programme will combine plenary sessions, policy perspectives, expert discussions and interactive breakout sessions, creating opportunities for participants not only to learn about the projects' results but also to contribute their own experience and expertise. A strong policy dimension will be embedded throughout the event, facilitating direct exchange between researchers, practitioners, policymakers and representatives of European institutions.

Participants will also have the opportunity to exchange perspectives on the challenges faced by food businesses, researchers, policymakers and other stakeholders when attempting to translate evidence into practice. Discussions will also examine the links between food waste, food safety, marketing standards, innovation and market practices, while considering what is needed to translate research findings into solutions that can be adopted by businesses, policymakers and other food-system actors. Finally, interactive discussions will also focus on identifying priorities for future action, strengthening connections between different food-system actors and exploring how the knowledge, networks and resources developed by the three projects can continue to generate impact beyond their formal duration.

Join the discussion in Brussels

Researchers, policymakers, food businesses, public authorities, innovators, civil society organisations and other stakeholders working across the food system are invited to participate.

Date: 5 November 2026
Venue: Herman Teirlinck Building, Avenue du Port 88, 1000 Brussels, Belgium
Registration: Registration is now open can you can register here.
The preliminary agenda is available here.

Participation offers an opportunity to discover the results and resources generated by the three projects, exchange perspectives with experts and stakeholders from across Europe and contribute to the discussion on how research and innovation can support lasting change in the European food system.

About ROSETTA

ROSETTA – Reducing food waste due to marketing standards through alternative market access – is a Horizon Europe Research and Innovation Action investigating the relationship between food marketing standards and food waste. Working through five use cases in Greece, Spain, Poland, Denmark and Ireland, the project develops and validates approaches for reducing food waste, improving market opportunities for suboptimal foods and informing future policies and marketing standards. ROSETTA is funded under Horizon Europe under Grant Agreement No. 101136427.

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