ROSETTA

Reducing food waste due to marketing standards through alternative market access

PILOT CASE

GREECE

Fruit & Vegetables and Meat

THE CHALLENGE

Fruits and vegetables can remain unsold because of appearance or short shelf life, while meat can become waste after purchase if it is not stored or used in time. Perfectly good food often ends up wasted, even though it is safe and nutritious.

WHY IT MATTERS

Food waste prevention does not stop at the checkout. Retailers, social organisations and consumers can all play a role in keeping safe food in use for longer – from stores to homes – creating a more sustainable and inclusive food system.

WHAT ROSETTA TESTED IN GREECE

- Discounted ripe bananas, suboptimal tomatoes and near-expiry salads.
- Tested different messages encouraging customers to choose them.
- Donated safe unsold produce to a Social Kitchen in Crete.

- Sent storage and usage tips for pork and chicken through the Chalkiadakis mobile app.
- Provided guidance to support better meat management at home.

KEY RESULTS

+3.12%



of supplied fruit & vegetables were diverted from waste through sales or donation.

recall was limited (17%), but those who recalled the tips found them useful

68%

of respondents who recalled the notifications considered changing future behaviour.



SUPERMARKET PILOT RESULTS

15,000
consumers received storage and usage tips for meat products.

3 suboptimal messages tested on consumers

Rational message | Price-only message | Emotional message

#1 Most effective consumer message

"Same taste, better price" was identified as the most effective consumer message.

DID YOU KNOW?

3.12% of produce rescued were donated to a Social Kitchen in Crete.

60.9% sold to consumers

39.1% donated to a Social Kitchen

WHAT WE LEARNED

- ✓ Price and communication work together – a clear value message led to higher uptake of suboptimal produce.
- ✓ Sales and donation are complementary – both can keep food within the system.
- ✓ Those who recalled the digital prompts valued them, but visibility and recall are key.

Good food today.
A more sustainable tomorrow.

CONSORTIUM

Funded by the European Union

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