ROSETTA

Reducing food waste due to marketing standards through alternative market access

PILOT CASE

DENMARK

Dairy

THE CHALLENGE

Highly perishable dairy can become surplus or waste when remaining shelf life is not managed early enough.

WHY IT MATTERS

Acting earlier across the dairy value chain can help keep more food from becoming waste.

WHAT ROSETTA TESTED IN DENMARK

SUPPLY-CHAIN COORDINATION

Better shelf-life monitoring and coordination between the dairy, wholesalers and professional kitchens.

RETAIL COMMUNICATION

In-store messages alongside existing price markdowns to encourage consumers to buy near-expiry yoghurt and crème fraîche.

ECONOMIC MESSAGE
"Same great taste at a lower price"

SUSTAINABILITY MESSAGE
"Reduce food waste and care for the planet"

KEY RESULTS

SUPPLY CHAIN: LESS OVERPRODUCTION AND BIOWASTE



Overproduction −84.6%

Before 6.63%



After 1.02%

Biowaste −94.3%

Before 5.91%



After 0.34%

Overproduction −78.7%

Before 3.76%



After 0.80%

Biowaste −97.7%

Before 2.21%



After 0.05%

RETAIL: MORE NEAR-EXPIRY PRODUCTS SOLD

Before message 57.5

+40.4 units/day

Economic message period 97.8

DID YOU KNOW?

During the pilot, 94% of surplus crème fraîche was donated, compared with 41% at baseline.

41% Baseline

94% Pilot period

WHAT WE LEARNED

- ✓ Better coordination can help prevent surplus upstream.
- ✓ At retail, economic messaging increased uptake, while sustainability messaging encouraged earlier purchases in the markdown cycle.

Good food today. A more sustainable tomorrow.

CONSORTIUM

Funded by the European Union

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