

ROSETTA

Reducing food waste due to marketing standards through alternative market access

From Farm to Fork, we link the sustainable way

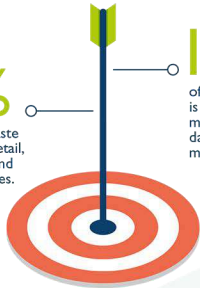
OUR TARGET

The aim of Rosetta is the **reduction and prevention of food waste derived from marketing standards** through the **development of practical solutions**.



71%

of EU food waste comes from retail, food service and customer stages.



10%

of EU food waste is linked to misunderstanding of date labeling from marketing standards.



OUR PROJECT



5 Pilot use cases



10 Identification of 10 alternative marketing models



50 Interviews with 50 stakeholders



10 LCSA of 10 alternative marketing models



10 Consumer survey in 10 EU countries



6 Policy roundtables

OUR PILOT CASES



Denmark Use case

Address the 20% waste generated from dairy products.

This use case will aim to review portion size and design to reduce waste in consumer level, encourage consumers to use milk which is past its "use by" date but still safe, assess consumer's awareness of optimal conditions for the storage of milk, and provide recipes for utilization of dairy products with low shelf life remaining.



Ireland Use case

Highlights the potential that exists in "imperfect" vegetables and fruits, by developing alternative pathways to utilise these products. It includes the production of a range of tasty and nutritious products with a group of producers, for sale in retail and food service outlets.



Spain Use case

Enhance the e-retail partnership with local producers for the direct supply of fruit and vegetables to customers, aiming to reduce food waste from retail marketing standards from 10% to 2%.

Three types of products that are being rejected due to aesthetic criteria (fruits and vegetables with bumps, products close to the "best before" date) will be exploited through alternative marketing channels and the production of processed products such as juices, creams, etc.



Poland Use case

Find and testing of alternative marketing channels for cereals that do not meet marketing standards, mainly specific quality specifications (e.g. gluten, shape, colour, weight), but are still safe to be consumed.

The case will focus on the preparation of cereal-based meals that address special dietary needs and meals that will be distributed to refugees from Ukraine, vulnerable families and seniors.



Greece Use case

This case will focus on fruit and vegetables that have minor defects and are not sold by the retailer, and meat that is close to the "use by" date with a very high probability of being unsold.

The suboptimal food of the above categories will be distributed for social purposes, such as immediate cooking and delivery to people who cannot afford to buy food.

Also, the reduction of food waste from consumers will be targeted, through the use of a mobile application which will monitor the actions of consumers who are advised on how to properly store and use the food they already bought.



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