**Stop Food Waste**

**Know Your Dates!**

"Use by" informs you about **Food Safety**

Use By: 4 Oct 2016

Mind the date! Food can be eaten up until the end of this date but not after, even if it looks and smells fine.

"Best before" informs you about **Food Quality**

Best Before: 4 Oct 2016

Judge for yourself! Food can be eaten after this date but it may no longer be at its best quality.

**But... What do consumers think?**

**Europeans think that “use by” means:**

- The food can be consumed after this date but it may no longer be at its best quality (28%)
- Don’t know (1%)
- 3% of consumers think it depends on the type of food

**Europeans think that “best before” means:**

- The food can be consumed after this date but it may no longer be at its best quality (47%)
- None of these (3%)
- Don’t know (1%)
- It depends on the type of food (25%)
- The food will be safe to eat up to this date but should not be eaten past this date (24%)
According to EU citizens the following actors have a role to play in preventing food waste:

- **Consumers**: 76%
- **Shops and retailers**: 62%
- **Hospitality and food service sectors**: 62%
- **Food manufacturers**: 52%
- **Public authorities**: 49%
- **Farmers**: 30%
- **Don’t know**: 2%

49% of Europeans think that better and clearer information on the meaning of “best before” and “use by” dates would help them waste less food at home.

Flash Eurobarometer 425, Food Waste and Date Marking, October 2015 available here: http://ec.europa.eu/food/safety/food_waste/eu_actions/date_marking/index_en.htm

Market study on date marking and other information provided on food labels and food waste prevention, ICF in association with Anthesis, Brook Lyndhurst and WRAP 2018.