Campaigns for better understanding of Date Labels

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1. INTRODUCTION

CONTEXT & BACKGROUND
ABOUT TOO GOOD TO GO

OUR MISSION IS TO INSPIRE AND EMPOWER EVERYONE TO FIGHT FOOD WASTE TOGETHER

TOO GOOD TO GO OFFERS THE SIMPLEST SOLUTION TO REDUCING FOOD WASTE

We connect stores that have surplus food with consumers who pick up their “magic bag” for a small price at the end of the day.

It’s really that simple!

OUR MOVEMENT against food waste aims to inspire different types of stakeholders through advice, campaigns, tools, best practices... to raise awareness for the issue of food waste, its impact on climate change, and thereby achieve a newfound respect for our food.
THE PROBLEM WITH DATE LABELS

Responsible for **10%** of food waste across the supply chain in the EU

**PRODUCERS**
- Lack of harmonisation: ‘Best Before’ / ‘Use By’ used for similar products

**CONSUMERS**
- Lack of understanding between different dates
- Unclear date labels

**RETAILERS**
- Use of dates in routinised shop practices and supplier contracts

**CONFUSION & FOOD WASTE !!**
A **call to action** to our global partners to achieve meaningful change in date labels across Europe, by:

- **Households**
  - Impacting **consumer behaviour**, by explaining date labels and challenging habits

- **Businesses**
  - Adapting **business practices**, by making on-product changes and challenging routines

- **Policy**
  - Pursuing change through **policy adaptation**, by engaging with policy-makers

**Behavioural change with businesses & consumers**
2. FOOD WASTE IN FRANCE

LANDSCAPE & ACTIONS
FOOD WASTE LEVELS IN FRANCE

- **Primary Production**: 10 million t, 16 billion €, 15,000,000 t CO₂
- **Processing**: 16 billion €
- **Distribution**: 15,000,000 t CO₂
- **Consumption**: 10 million t

Percentage of losses and waste per type of actors:

- **Primary production**: 4%
- **Processing**: 4.5%
- **Distribution**: 3.3%
- **Consumption**: 7.3%

ADEME, 2016
2015 : Mandatory action plan to reduce food waste in public collective catering

2016 : Hierarchy of actions to reduce food waste, ban of the destruction of edible food and obligation to offer a partnership to a food aid association (if >400m²) for the food distribution sector

2019 : Ban of the destruction of edible food and obligation to offer a partnership to a food aid association for the food and drink industry (>50M€ turnover) and collective catering (>3000 meals/day) sectors.
Mandatory diagnosis and action plan for the entire collective catering sector

2020 : Ban of the destruction of edible food and obligation to offer a partnership to a food aid association (if >50M€ turnover) for the wholesale sector
Mandatory action plan for the food and drink industry sector National “anti-food waste” label (ongoing consultation)
Additional mention for “best before” date labels (ongoing consultation)
A first Pact initiated in 2013 to spread good practices among professionals of the supply chain.

A second Pact (2017-2020) aims at going further as regards to commitments taken by the French Government and its partners:

- 7 axes,
- 10 commitments taken by the French Government expressed through 19 operational measures,
- 16 other priority actions taken by the partners, representing all the key players of the supply chain (around 60 partners from the private sector and civil society).

National goal: halve food waste by 2025 in collective catering and distribution, and by 2030 for the other sectors

The evaluation of the second Pact is ongoing to identify the best scheme for the coming years, in coordination with private initiatives such as the Pact on date labels.
3. “LE PACTE”

IMPROVING DATE LABELS TO FIGHT FOOD WASTE
PACT ON CONSUMPTION DATES IN FRANCE

A coalition of committed actors against food waste, across the supply chain

STEERING COMMITTEE

Retail
- E.Leclerc
- Cora
- Monoprix
- Intermarché

Manufacturers
- Danone
- Naturre Environnement
- Michel & Augustin

NGOs
- Ecosystèmes

Associations
- FCD

Contributors
- SOLAAL
- Comerso
- JC Catteau

54 SIGNATORIES

Government Support
- Ministère de l'Agriculture et de l'Alimentation
- Ministère de la Transition Écologique et Solidaire
THE PACT: 10 COMMITMENTS, AROUND 4 AXES

1. Educating & raising awareness both internally and externally
2. Clarifying the difference between ‘use by’ and ‘best before’ dates among consumers
3. Optimising the valorisation of products excluded from sales channels
4. Collaborating to establish best practices, and optimise distribution flows

Impacting Consumers

Impacting Businesses

1. Roll out a national awareness campaign
2. Food waste is part of the mission
3. Test anti-food waste shelves
4. Clarify consumption dates on-pack
5. Digital access to explanation of dates
6. Mapping local redistribution organisations
7. Integrate consumption dates into coding tools
8. Set-up a retail & manufacturers working group
9. Ensure date-consistency of similar products
10. Substitute use by for best before where possible
NATIONAL AWARENESS CAMPAIGN
Work with retailers to build dedicated shelf with:

- Products nearing or past **Best Before** date
- With **educational visuals**

In FR, rolled out with 5 retailers:

- **Cora**: 6 stores
- **Auchan**: 120 stores
- **Système-U**: 60 stores
- **Supermarché Match**: 10 stores
- **NaturéO**: 50 stores

Example of NaturéO
Clarifying the meaning of ‘best before’ dates on-pack, using **pictograms** and an **explanatory sentence**.
5 DIGITAL ACCESS TO EXPLANATIONS

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PAYSAN BRETON
Thank you!