

Food Waste Free Week 2026

We know nobody wants to waste food. Yet the average Dutch person throws away 25.5 kilos of food a year. For everyone in the Netherlands together, that adds up to as many as 18 million meals a week!

That is why Food Waste Free United and the Netherlands Nutrition Centre organized the eighth edition of the Food Waste Free Week from 7 to 13 September. Together with more than 285 partners, they inspired people in the Netherlands not to throw away any food at home for a whole week.

This year's theme: flexibility. Because handling changing meal plans smartly helps to prevent food waste. Below is a selection of the results and partner activities.



Campaign Food Waste Free Week

24 August to
13 September



Campaign video viewed **750,000** times.
On different streaming platforms and Addressable
TV via Talpa.

Plus additional reach on:



With more than
13,000,000
views.

Branded content on
AD and NU

50,000

opens, with an average
reading time of more
than one minute.



FOOD WASTE FREE
UNITED

More than 50 Food Waste Free Tables across the country

➔ People sat down together
to talk about food waste
while enjoying a meal of
rescued food.



**FOOD WASTE FREE
UNITED**

More than 285 partners



Together with partners, more than
300,000 kitchen tools
distributed

➔ **Jumbo distributed 220,000 fridge stickers from the Netherlands Nutrition Centre via customers online orders.**



At the market in Venray.



At Apeldoorn town hall.

Voorraad-plakkers

launched



A new tool to keep track of the food you have at home. Through partners, the first 10,000 found their way to consumers within a week.

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UNITED**

Retail

Supermarket chains once again went all out for this Food Waste Free Week. Together with their staff, they organized in-store activities to help customers get even more out of their groceries. Most inspired their customers on the shop floor through screens, magazines and leaflets but also online, on social media, websites and in newsletters.

➔ Albert Heijn used real-life examples to show how it prevents food waste throughout the entire supply chain.

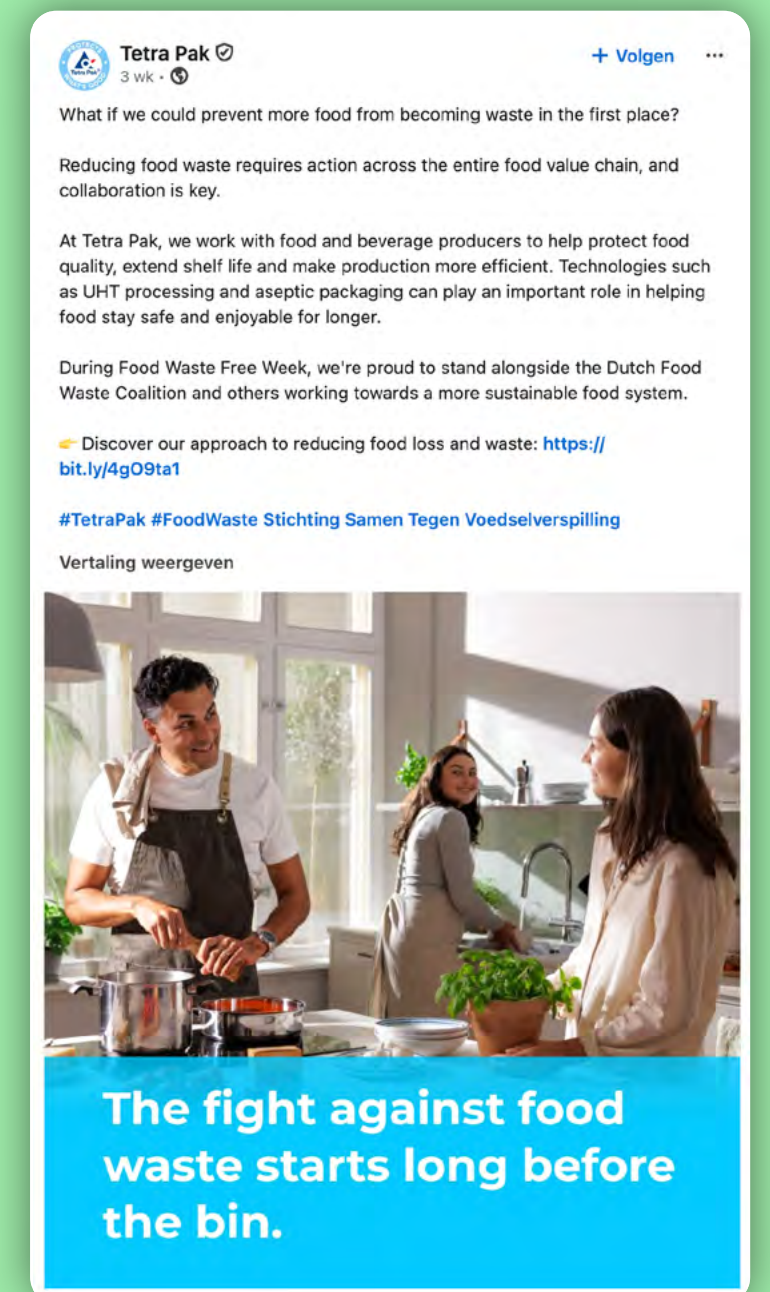
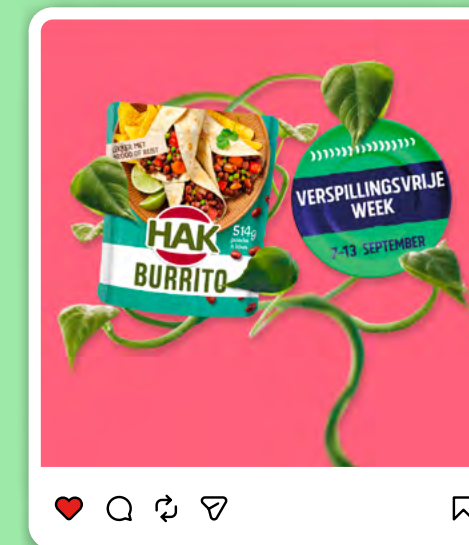


➔ More than 1 million supermarket loaves of bread got a sticker reminding you to finish the whole loaf.



Foodservice

At more than 500 foodservice locations, guests and catering staff were inspired to waste nothing. This was done, for example, by serving waste-free dishes, putting up posters and table cards, and handing out tools.



Producers...

...sought out collaborations and communicated about them through their own channels during the Food Waste Free Week.

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Education

From primary school to university: schools got to work with their students on the topic of food waste.



→ 150 primary schools ordered the **Smaaklessen poster** on food waste dilemmas, developed especially for Food Waste Free Week in collaboration with WUR.

Weetwatjeet | **Voedingscentrum** eerlijk over eten

The food waste lesson on the learning platform **Weet Wat Je Eet** could also be viewed without an account all week.



A guest lecture was given at the **HAS**.

Other initiatives...

...that joined Food Waste Free Week as partners.



Campaign and activation by **Too Good To Go**, in collaboration with ultrarunner Paul Waye.



The Wonkiest Supermarket by **No Waste Army**.



Zuivelpak campaign by **Schuttelaar & Partners**.



Supply chain dialogue and Food Waste Free Bingo by **Groente en Fruit Huis**.

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Local and national governments

Alongside all the Food Waste Free Tables, there was plenty of attention for the topic from governments, at both national and local level.



Campaign against **bread waste** in Amsterdam.



Campaign in Meppel.



Free Food Bar in Leiden.



Food Waste Free **Food Truck** in Harderwijk.

Presentation of the food waste action agenda at the
Ministry of Defence



→ With a visit from Derk Boswijk, State Secretary for Defence, and Silvio Erkens, State Secretary for Agriculture, Fisheries, Food Security and Nature.

**FOOD WASTE FREE
UNITED**

More than 400 publications in national and regional media

NOS

LIMBURG

RTL NIEUWS

RTV Rijnmond



ETENSTIJD!
teun van de keuken & yvette van boven

nrc

Alledaagse vragen

AD

De Telegraaf

Maastricht start Verspillingsvrije Week met openingsevent 'Voorproefje Maastricht'

Maastricht doet mee aan de Verspillingsvrije Week, waarin initiatieven rond voedselverspilling, bewust omgaan met voedsel en lokale voedselketens aandacht krijgen. De week is van maandag 7 tot en met zondag 13 september in Maastricht.

Regioedactie
2 september 2026, 13:30 • Laatste update: 2 september 2026, 13:31

Maak ons je Google-favoriet

De gemeente Maastricht en Thuis in Maastricht melden dat ondernemers, horecazaken en organisaties initiatieven kunnen aanmelden die bij het thema passen. Het kan gaan om bijvoorbeeld een proeverij, workshop, lezing, rondleiding of actie.

Aangemelde initiatieven krijgen een plek in het programma, op de webpagina en in andere communicatie over de week. De Verspillingsvrije Week begint op maandag 7 september met het openingsevent 'Voorproefje Maastricht', waar organisaties en initiatieven zich kunnen presenteren aan publiek, pers en partners.

AD.nl

Eten in bakjes en de perfecte porties maken: dit is hoe je zo min mogelijk voedsel verspilt

Kamiel Visser 5 september, 12:03 • Aangepast
5 september, 16:20 • 6 minuten leestijd



Hoe lastig is het om minder voedsel te verspillen? We namen de proef op de som.
© Pexels

Vanaf 2030 is het idee om jaarlijks nog maximaal 18 kilo voedsel per persoon verspillen. Dat staat in de doelstelling van het Voedingscentrum. Om dat te halen moeten we veel minder eten weggooien dan nu.

Rijnmond.nl



Inwoners van Deventer scheppen eten op in de Lebuinuskerk. © Ruben Meijerink

Lange tafels vol met eten dat anders in de kliko zou eindigen: 'Wat overblijft delen we in bakjes uit'

Eten dat rijp was voor de prullenbak, ligt maandagavond op lange tafels op het Grote Kerkhof in Deventer. Feestelijk geserveerd op zilveren bladen, met vrolijke vlaggetjes. Waarom kiezen 150 mensen ervoor deze verre-van-verse maaltijden te eten?

Gelderlander.nl



Etenstijd Podcast

FOOD WASTE FREE
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Partners of The Food Waste Free Week 2026



Version: 08/10/2026



honest about food
Nutrition Centre

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