

2025



FOREWORD

2025 marks another special year in our collective movement against food loss and waste. The most memorable moment was undoubtedly the opening of the Food Waste Free Week by Her Majesty Queen Máxima. During this festive launch, young consumers and professionals demonstrated their commitment to reducing food waste. With the theme of shelf life as a common thread, it became clear how much we can gain by making better use of what we already have. This energized and inspired our shared ambition: towards a waste-free Netherlands with zero food loss.

Our mission remains as clear and urgent as ever. Together, we want to make the Netherlands one of the first countries in the world to successfully reduce food loss and waste by 50% in 2030. This will make us a frontrunner in achieving Sustainable Development Goal 12.3 and in contributing to a responsive, resilient, and reciprocal food system. A system fit for the future.

In 2025, we took a significant step towards 2030. The pioneering phase is behind us; we will now further broaden, accelerate, and expand. With valuable input from our stakeholders and partners, we developed a future-proof strategic plan for 2026-2030.

This plan, which we presented to the minister of Agriculture, Fisheries, Food Security and Nature, provides direction for the actions needed to achieve our goals on time.

Finally, I would like to thank all our stakeholders and partners. Thanks to your dedication, innovation, and perseverance, we have already reduced food waste by 20% since 2018. A result to be proud of and a motivation to keep going.

Let's continue to expand and strengthen the zero-waste movement. Only together can we make a difference.

Toine Timmermans
Director Food Waste Free United



Photo: To Huidekoper

The most important numbers of 2025

Food Waste Free United ends the year with **110** stakeholders that actively contribute to halving food waste.

The Date Labelling Coalition expanded to **13** participating companies. The new 'Best Before' and 'Use By' date label icons were placed on over **7.000** products.

Research shows that **886 ton** of food was wasted in company restaurants in government buildings, businesses, educational institutions, and hospitals during the measurement period. The number of grams of food wasted per guest decreased by **5%** between 2023 en 2024.

The NVB monitor of 2024 shows that the number of returns of bread has decreased further to **4,4%**. This is almost half less than in 2020.

The Municipalities Cluster was established with **12** leading municipalities. During a meeting, more than **60** municipalities and waste & environmental service companies discussed their role in reducing food waste.

During the Food Waste Free Week over **250** companies and organisations inspired Dutch people to waste less food.

100 companies monitor their food loss and waste in **10** sectors:

NVB (bread and pastries), VAVI (potato processing industry), Retail, COV (meat), VNV (meat products), Visfederatie (wholesalers and processors of fish, shellfish and crustaceans), Groentenfruit Huis (fruit & vegetables), VBZ (bakery & confectionery), Veneca (company catering) and Hotels.

Within the circular animal protein chains cluster, **4** cases were completed and **7** new cases have been started regarding the valorisation of former foodstuffs into animal feed.



Take a look at these highlights
in a video!



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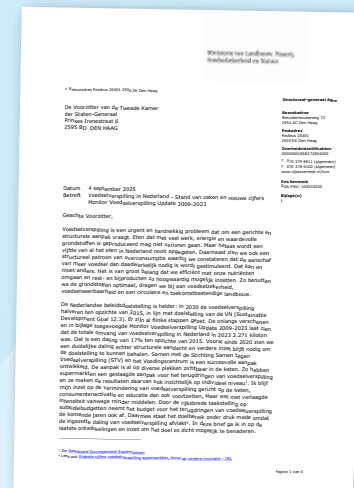
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POLITICS

Food policy Minister Wiersma focuses on less waste, and food security

Minister Wiersma of the Ministry of Agriculture, Fisheries, Food Security and Nature (LVVN) presented the House of Representatives with several reports and studies on food policy. She emphasized the importance of combating food waste.

[Read more...](#)



Evaluation Sustainable Food Policy

In September, Minister Wiersma presented a report evaluating sustainable food policy for the years 2022-2025 to the House of Representatives. The independent Bureau Bartels gave a positive assessment of the approach taken by Food Waste Free United in this report.

[Read more...](#)



Food Waste Free United continues to strive for a 50% reduction in food waste by 2030 and has joined a [joint call](#) to raise the targets.

EU reaches agreement on binding targets

The European Commission, Council and Parliament have reached an agreement on legally binding food waste reduction targets.

[Read more...](#)

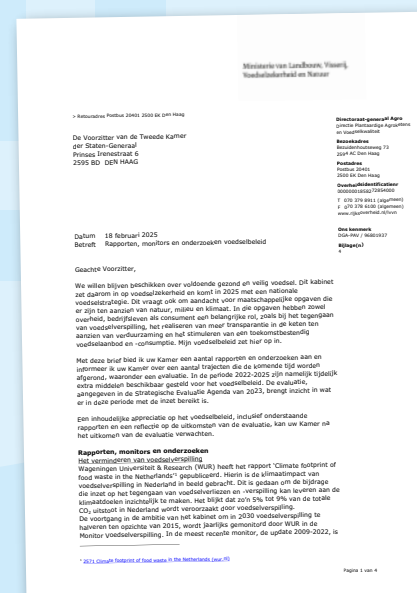


Photo: Burgerberaadklimaat.nl

Citizens Climate Advisory Council

The Citizens' Climate Advisory Council (Nationaal Burgerberaad Klimaat) has included combating food waste as one of its 13 recommendations to the cabinet and the House of Representatives, receiving the majority of support. Food Waste Free United, the Netherlands Nutrition Centre and Wageningen University & Research provided expert input.

[Read more...](#)



Results Food Waste Monitor: a 17% decrease since 2015

Minister Wiersma informed the House of Representatives about the current state of food waste in the Netherlands (Food Waste Monitor 2009-2023 update) and the approach being taken. She recommended continued investment.

[Read more...](#)

MONITORING



Retail Monitor

Food waste in supermarkets stagnated for the first time last year. Compared to the first measurement in 2018, waste is still down 33%, making retail the sector with the strongest decline in food waste.

[Read more...](#)

Corporate Catering

In 2024, an average of 21.1 grams of unsold food and beverages per guest was wasted from company restaurants in government buildings, businesses, educational institutions, and hospitals. A total of 886 tons of food waste was recorded during the measurement period.

[Read more...](#)



VBZ Monitor (Bakery & Confectionery)

1.1% of all biscuits, sweets, chocolate, crackers and bread substitutes are wasted during production, according to the VBZ food waste monitor. This is the first time the figures for this sector have been published.

[Read More...](#)



NVB Monitor (Bread & Pastries)

The 2024 NVB monitor shows that the number of bread returns has decreased further to 4.4%.

[Read more...](#)



Fruit and Vegetables Monitor

Eleven companies, Food Waste Free United, Groenten-Fruit Huis and Wageningen University & Research mapped how much food waste occurs at fruit and vegetable traders and processing plants for the second time.

In 2023, 95.9% of all traded fruit and vegetables were destined for food or animal feed. The remaining 4.1% was registered as food waste. [Read more...](#)

Meat Sector Monitor

For the second year in a row, members of the Central Organisation for the Meat Sector (COV) mapped their food waste and residual flows.

[Read more...](#)



Monitor Potato Processing Industry

For the fifth year in a row, all members of the Association for the Potato Processing Industry (VAVI) mapped their food waste. This shows that 95.5% of the supplied potatoes are used as food or animal feed.

[Read more...](#)



Monitor Meat Processing Industry

Dutch meat processing companies jointly mapped their food waste and residual flows for the first time. This reveals that 2.6% of the raw materials used in production are wasted.

[Read more...](#)

CONSUMER



Photo: To Huidekoper

Food Waste Free Week 2025

This year, the Food Waste Free Week was officially opened by Her Majesty Queen Máxima.

[Watch the video.](#)

More than 250 companies and organizations participated in the initiative to reduce waste. Over 500 media articles appeared, and millions of Dutch people took extra steps to prevent food waste.

[Read all the results](#) and [watch the aftermovie](#).

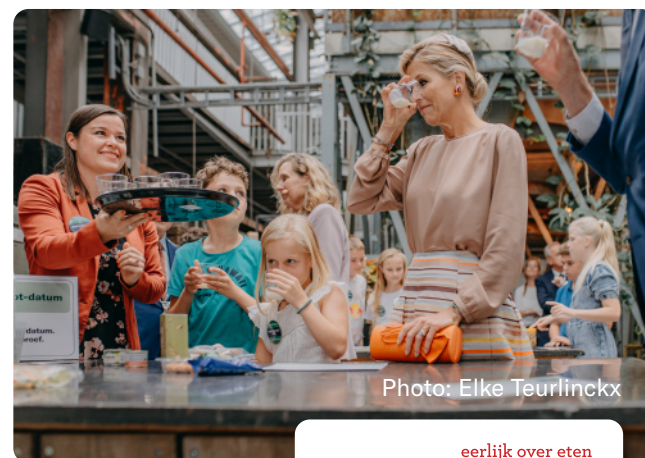


Photo: Elke Teurlinckx

eerlijk over eten
Voedingscentrum



Photo: Pauw Media



Awareness Campaign

In April, we repeated the online campaign that gives consumers insight into their wasteful behavior at home. On the accompanying webpage, we share tips for reducing waste.



Niemand wil verspillen.

Clarifying Date Labelling

10% of food waste at home is due to a lack of clarity about date labelling. We created [videos for various target groups](#), with explanations and advice for companies. A growing number of members of the [Date Labelling Coalition](#) are placing date labelling icons on their packaging.

Research: what do the Dutch view as food waste?

The Netherlands Nutrition Centre investigated what the Dutch consider food waste. For example, they consider throwing away a fresh loaf of bread waste, but a moldy loaf mostly not. It also appears that consumers underestimate how much food they waste. [Read more...](#)



Food waste free holidays

During the Christmas holidays, consumers were once again asked to pay extra attention to prevent food waste with tips on how to celebrate the holidays waste-free. [Read more...](#)

EDUCATION

Food Waste Free United supported and contributed to the following educational projects, among others. The topic of food waste will now be incorporated independently into educational programs.



FoodmanShip Awards HAS Green Academy

Tim Heezemans' project 'The Vegan Option' was named the winner in the 'Sustainability' category of the HAS Green Academy's FoodmanShip Awards 2025. [Read more...](#)



Technasium Challenge

750 students from 19 Technasia participated in the national 'Stop Food Waste' challenge. The team from the Kaj Munk College in Hoofddorp was the winner. [Read more...](#)



MBO Challenge Food Waste

This year's annual MBO Challenge was won by a student team from Lentiz LIFE College and Lentiz MBO Barendrecht. A total of approximately 50 student teams from various schools and programs participated. [Read more...](#)



Brabant Masterchef

Five teams of students from various schools showcased their waste-free cooking skills during the Brabant Masterchef competition. They competed with mystery boxes, and this year Team Blue won the title. [Read more...](#)



Photos: Koning Willem I College

COALITIONS & CLUSTERS



Circular Animal Protein Chains Cluster

This year, *the Cluster* completed 4 cases and initiated 7 new ones involving the valorization of former foodstuffs into animal feed. The cluster shared knowledge and advice during meetings at LOOOP, *Schothorst Feed Research* en *Bilderberg and Nijsen company*.



Waste-free Bread and Pastries Chain

At several meetings, including those at *Bolletje* and *Top Bakkers Groep*, cluster members shared knowledge, experiences and innovative solutions. [Read more...](#)



Date Labelling Coalition

The *Date Labelling Coalition* grew to 13 members this year. *Date Labelling Icons* were placed on more than 7.000 product packages. We are also committed to expanding the *Annex X product list*.



Food2Food

Two 'Kennis Op Maat' projects with Wageningen Food & Biobased Research: quantifying sustainability gains from using side streams and a *food safety tool* to assess food safety risks associated with using side streams. [Read more...](#)



Municipalities tackle food waste

The *Municipality Cluster* was established with 12 participating frontrunner municipalities. During a meeting, *over 60 municipalities and waste and environmental service companies* discussed reducing food waste in their municipality. Food Waste Free United and the Netherlands Nutrition Centre developed an *infographic and building block plan*, commissioned by the Province of Gelderland.



provincie
Gelderland

COALITIONS & CLUSTERS

FOODSERVICE



Food waste at banqueting

We developed factsheets with insights from the banqueting monitor.



Waste-Free Meeting Workshops

Caterers collaborated with their clients to prevent food waste during banqueting. We initiated this project and eight caterers implemented it with approximately 20 interactive workshops.



Green Key Entrepreneurs Workshop

During the 25th anniversary of the KMKV Foundation, we hosted an inspiring workshop for Green Key Entrepreneurs at Forteiland Pampus on reducing food waste in the hospitality industry.



Banqueting Summit

Together with the municipality of Amsterdam and the Green Business Club, we organized the Banqueting summit. Together, we explored the causes of, and solutions to, food waste, resulting in several shareable tips and recommendations for clients.



Photo: Animal AgTech Innovation Summit



Photo: Monique Tulner



MEETINGS & PRESENTATIONS

In 2025, we once again organized numerous meetings with stakeholders from across the supply chain. Here's a selection of the many meetings attended and/or organised by Food Waste Free United.

Stakeholder consultation

Under the guidance of RaboResearch's Dialogue Expertise Center, more than 100 representatives from the supply chain contributed to our strategy towards 2030.

Presentation Strategic Plan 2026-2030

On December 4 we presented the Strategic Plan to our stakeholders, partners and Minister Wiersma of LNVN.

'Nutrition Day' at the Dutch Prison and Probation Service

Toine Timmermans shared knowledge from Food Waste Free United and Lilou van Lieshout from the Netherlands Nutrition Centre.

Food Inspiration Days

Maaïke de Reuver, Toine Timmermans and several guests discussed the impact of no-shows at restaurants on the No Waste Stage.

Digital Synergy Days LNVN 2025

Gerda Verburg spoke about how data and AI can contribute to a future-proof food system during the Future of Data Diner.

Food Tech Event

Together with OneThird, we explained how innovation and collaboration are key to optimally utilizing raw materials.

DG Agro working visit to Harvest House

Marten van den Berg (Director General Agro) came on a working visit to Harvest House, together with Lidl and Food Waste Free United, among others.

Minister Wiersma visiting Yespers

Yespers, together with Toine Timmermans and other chain partners, demonstrated how their factory produces without food waste.

Indusource Event - Future of Food

An inspiration session at Omnia of Wageningen University & Research for all members of Indusource, by Saskia van der Laan.

Animal AgTech Innovation Summit

Toine Timmermans spoke on the main stage with Lidl, Duynie and Feedvalid about the valorisation of industrial residual flows as animal feed.

Stakeholder Meeting VriesVers Platform

We gave a workshop to stakeholders of the VriesVers Platform about making the food environment more waste-free.

GS1 Congress Circular

During this congress Toine Timmermans explained what can be gained by sharing data.

INTERNATIONAL

SHAPING THE FUTURE OF OUR GLOBAL FOOD SYSTEMS AT PACT NETWORK CONNECT 2025

Mexico

20-23 January

PACT NETWORK CONNECT
Co-funded by WRAP



Pact Network Connect 2025

In January, the global *Food Pact Network* (founded by WRAP) gathered in Mexico during *Pact Network Connect 2025*. From the Netherlands, Sanne Stroosnijder brought our knowledge and gathered valuable insights.



EU Platform on Food Losses and Food Waste

The Dutch delegation shared the Dutch approach to multi-actor collaboration within Food Waste Free United, including the Food Waste Free Week, collaboration with education and the Date Labelling Coalition. [Read more...](#)

Kick off meeting EU network of practitioners

In *this network*, we exchange knowledge with practitioners from Hungary (Wasteless Foundation), Ireland (Environmental Protection Agency), Switzerland (United Against Waste) and Greece (Harokopio University). Following the kickoff in the Netherlands, two meetings were organized in Switzerland and Finland.



Meeting stakeholders Foodways Switzerland

During a meeting of Foodways Switzerland and its stakeholders, experiences on setting up a Food Waste Free Week were shared and the format in which such a week could be implemented in Switzerland was explored.



Nordics Food Council

During this meeting in Helsinki, colleagues Jip and Zoë gave a presentation about the Date Labelling Coalition and the expansion of the Annex X product list.

Food NL meeting in Brussels

Together with the FoodNL collaboration, we participated in the European Week of Regions and Cities in Brussels. We spoke with members of the European Parliament and the European Commission, among others, about national and European efforts to reduce food waste. [Read more...](#)



IN THE MEDIA

Food Waste Free United appeared in the media in 2025, covering a variety of topics. Here's a selection from the many publications.



NAJK: gebruik reststromen uit horeca voor veevoer en energieopwekking

Het Nederlands Agrarisch Jongerencontact (NAJK) pleit voor meer ruimte in regelgeving om reststromen uit horecakeukens te kunnen gebruiken voor veevoer en energieopwekking. Voorzitter Roy Meijer deed die oproep tijdens een bijeenkomst van de stichting Samen Tegen Voedselverspilling en RaboResearch.



▲ Koningin Máxima met naast haar Saar Kanters en Toine Timmermans. © Jeroen Appels / Van Assendelft Fotografie

Máxima zet in Veghel melkglas aan de mond en opent Verspillingsvrije Week: 'Zó creëer je extra aandacht'

Voorkom verspilling Niet alleen in de fabriek, maar ook in de keuken van de consument

Vroeger vertrouwde je op je zintuigen, nu op de houdbaarheidsdatum. Maar dat zorgt vaak voor verwarring en verspilling. Waar komt de houdbaarheidsdatum vandaan? Waarom is duidelijke communicatie hierover zo belangrijk? En wat kun je als voedingsmiddelenproducent doen om (consumenten te helpen) voedselverspilling terug te dringen?



Voedselverspilling door verwarring houdbaarheidsdatum: zo weet je of iets nog goed is

RTL NIEUWS



Coalitie Houdbaarheid bestaat één jaar

VEGHEL – Een jaar geleden werd de Coalitie Houdbaarheid opgericht door de stichting Samen Tegen Voedselverspilling. Het doel is duidelijk maken aan consumenten waar de twee verschillende houdbaarheidsdatums voor staan om zo onnodige voedselverspilling tegen te gaan.

Redactie | 18 juni 2025 11:21

LevensmiddelenKrant





Photo: Elke Teurlinckx



Photo: To Huidekoper

The impact in 2025 has been made possible by:

The team and Board of Food Waste Free United in collaboration with the key supporters and all stakeholders!

KEY SUPPORTERS

TEAM IN 2025

Anneloes Hodes, Sanne Stroosnijder, Toine Timmermans, Dennis van de Mortel, Stephanie Lechner, Manon Ensink, Rinke Bossink, Marjolijn Schrijnen, Jip Jordaan, Saskia van der Laan, Leander van der Veer, Lia Spaans, Iris van Zoelen, Zoë Verdaasdonk, Karin Roosen and Eva de Groot. Not in this photo: Mali Heinen, Charlotte Peeters and Martijntje Vollebregt.

BOARD IN 2025

Gerhard de Ruiter, Gerda Verburg, Irénke Meekma, Esther Slegtenhorst and Henk Flipsen.

Not in this photo: Myriam Meertens (Board advisor)



STAKEHOLDERS



