

The Dutch Food Waste Free Week 2025 in Facts and Figures

With the unveiling of the campaign image, Her Majesty Queen Máxima officially launched Food Waste Free Week 2025 in the Netherlands. From September 8 to 14th, Dutch citizens are encouraged to go a full week without wasting food. During the opening, both young consumers and professionals demonstrated how they are taking action against food waste. Special attention was given to this year's theme: clarifying date labels.

During the Week, many inspiring initiatives took place:

- The week was officially opened by Her Majesty Queen Máxima.
- Over 250 partners participated in and/or supported the campaign week.
- Over 500 media items appeared, including on *Dit was het Nieuws*, *Binnenstebuiten*, *RTL Nieuws*, *De Telegraaf*, *NU.nl*, *De Speld*, the *Etenstijd* podcast, NPO Radio 1, 2, 5, Klassiek, Radio 538, Slam FM, and many regional outlets.
- Many supermarkets inspired customers through in-store screens, banners, posters, wobblers, tables, magazines, flyers, and loyalty campaigns.
- Food producers also gave the topic attention on social media or through product-related communications.
- Hundreds of catering locations joined in with waste-free menus, signage, and tips for home.
- On 8 million loaves of bread – the most wasted food product – there was a reminder to eat the entire loaf. More than 100 artisan bakeries also displayed additional campaign materials.
- Across various municipalities, local events took place: from workshops and theatre performances to waste-free dinners and public transport campaigns.
- Education also took part again, from primary schools to universities, with lessons, quizzes, and masterclasses.

Many Dutch people took action.

Research by Motivaction and media agency Initiative revealed the following results:

- Around 4.5 million people reported making a greater effort to use up all leftovers
- About 4.5 million people said they checked more carefully what food they already had before cooking or shopping.
- Approximately 2.5 million people said they paid more attention to expiration dates.
- Nearly 2 million people said they more often looked, smelled, and/or tasted food to judge whether it was still good.
- The campaign materials were viewed 21 million times, and the campaign videos were watched in full 4 million times.

Editor's note:

About Food Waste Free United

[Food Waste Free United](#) constitutes the definitive movement that brings together and accelerates all major initiatives and expertise for a waste-free Netherlands. Companies from the entire chain, governments and social organisations are working together towards United Nations Sustainable Development Goal 12.3 to reduce food loss and waste by half by 2030 compared to 2015. Organisations supporting the foundation are: Ministry of Agriculture, Fisheries, Food Security and Nature, Province of North Brabant, the Netherlands Nutrition Centre, Wageningen University & Research and the municipality of Meierijstad.

About the Food Waste Free Week

From September 8 to 14, Food Waste Free United, the Netherlands Nutrition Centre, and over 250 organizations and initiatives across the country inspired Dutch citizens to waste no food for an entire week. Numerous activities and awareness campaigns took place nationwide. More than 500 media items were published. Many Dutch people took action: approximately 4.5 million people made a greater effort to use up all leftovers, and around 2.5 million people paid closer attention to expiration dates. Read the highlights below and watch the after movie <https://youtu.be/GGTGupj86ug>