



# 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

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## “BEST BEFORE”

informs you about

### FOOD QUALITY

BEST BEFORE: 4 Oct 2016



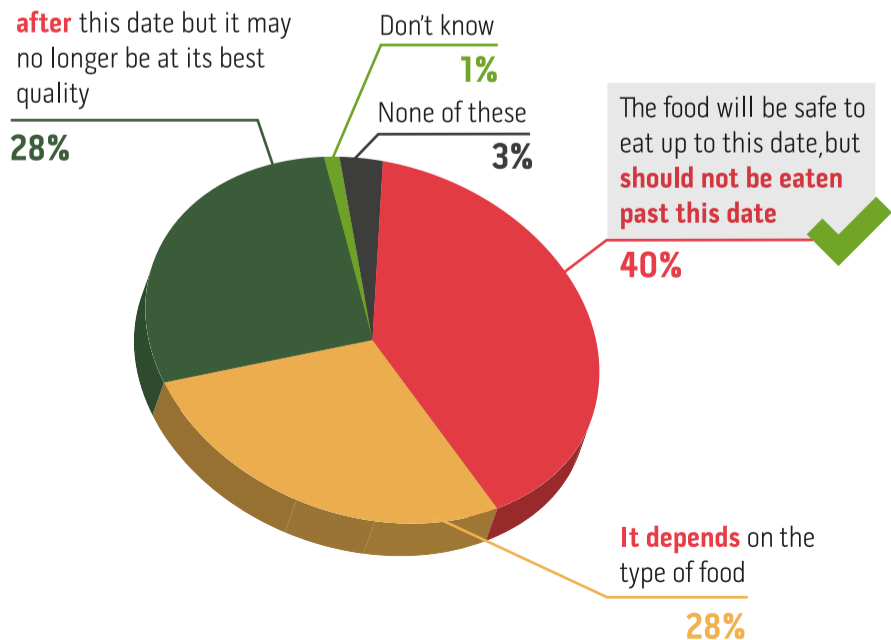
**Judge for yourself!**

Food can be **eaten AFTER this date** but it may no longer be at its best quality

## BUT... WHAT DO CONSUMERS THINK?

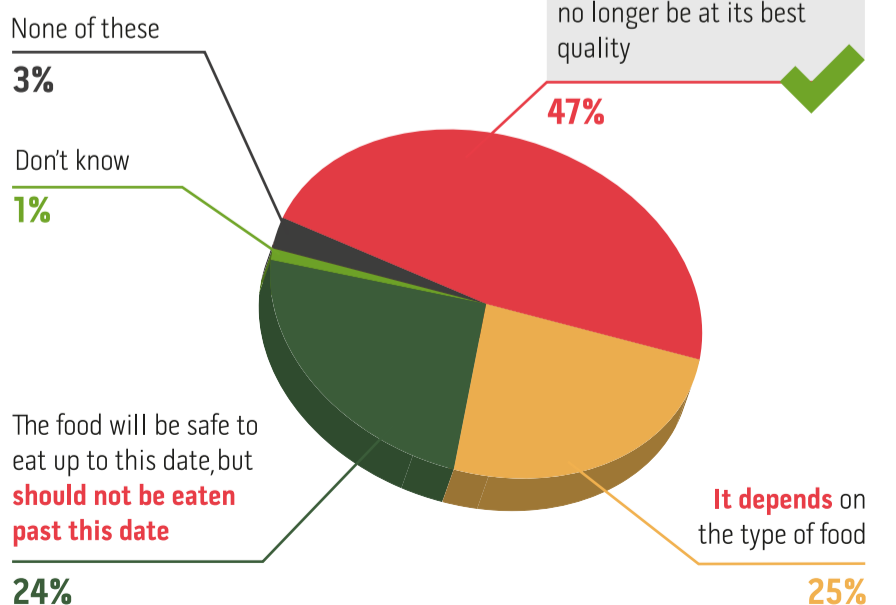
### Europeans think that “use by” means:

The food **can be consumed after** this date but it may no longer be at its best quality



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

The food **can be consumed after** this date but it may no longer be at its best quality



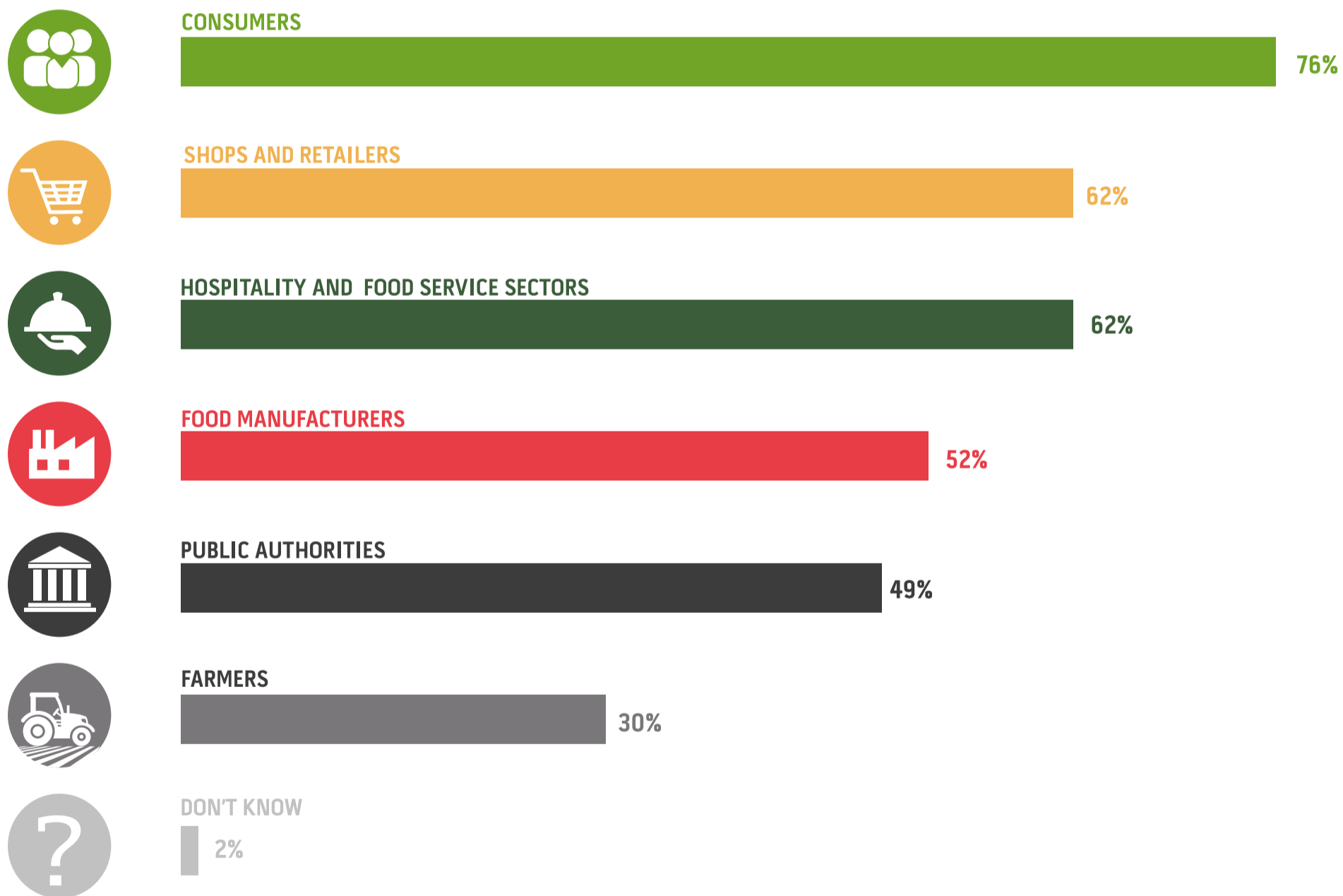


It is estimated that up to **10%**  
of food waste is linked to **DATE LABELLING**  
on food products

## CONSUMERS RECOGNISE THEIR ROLE IN PREVENTING FOOD WASTE

In Europe about **88<sup>M</sup>**  
**TONNES** of food are wasted annually

According to EU citizens the following actors have a role to play in preventing food waste:



**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

