# “Best before“ not “Dead from“

Do you know the difference between ‘Best before’ and ‘Use by’? Would you eat food which is beyond its expiration date? Have you ever heard that a third of food is thrown away because people are afraid of eating something that is beyond its best-before date?

Supermarkets like EasyShop want to reduce food waste by no longer putting ‘Best before’ labels on their products. This change will have a positive impact on the consumers’ behavior because people won’t throw food that might still be edible away. As required by law, the EasyShop company has to put ‘Use by’ labels on foods which are unsafe to eat after a certain date.

The reason why EasyShop made this desicion is that millions of tonnes of food are disposed of because people think their food is spoiled already although this food would still be edible. We have asked some people on the Stefansplatz in Vienna about the difference between ‘Best before’ and ‘Use by’. The majority thinks that these phrases mean the same. “I don’t think there’s even a difference. If food is beyond its expiration date, I’m afraid that it’s poisonous.” However, this statement is far from the truth.

In most cases the dates on ‘Use by’ labels are later than the expiration dates. As a result, if people don’t know the “Best-before” date, they will keep edible food longer and won’t throw it away.

* 251 words
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