

Guidelines on Sustainable Consumption

Flaw4life
Ugly Fruit Against Food Waste



CONTEXT

Sustainable consumption means the appropriate use of natural resources to satisfy the current needs of consumption without compromising the future generations. A sustainable food system comprises several social-economic aspects - such as production, transportation, storage - and also environmental - in terms of biodiversity, water, soil and energy.

Food waste reflects the inadequate use of natural resources, undermining the sustainability of the food supply chain. Although the reasons to this waste are numerous and occur along the entire food supply chain, Fruta Feia Co-Op focuses particularly on food waste due to appearance. Such waste is mainly due to the major distributor's preferences for "perfect" fruits and vegetables in terms of shape, colour and size, which ultimately restrict the consumption of foods that meet certain aesthetic standards. By inverting this trend, through changing consumption patterns, food waste is reduced, optimizing the production and the natural resources.

This document gathers some guidelines divided in three references axis: 1) study and plan; 2) Inform and raise awareness; 3) Experiment and influence by the example. These guidelines, based on Fruta feia Co-Op innovative consumption model, can be implemented by municipalities and local authorities to improve the efficiency of food supply chain and at the same time, promote more sustainable communities and resilient economies.

DID YOU KNOW THAT...

1.

According to FAO, 30% of what is annually produced by farmers is wasted due to appearance;

2.

In Europe, it has been estimated that every year 89 millions of tonnes of food are wasted along the entire food supply chain, this number will rise to 126 millions of tonnes by 2020, unless actions are taken.

3.

In Portugal, according to PERDA, annual food waste has been estimated at approximately 1 million of tonne, of which 332 thousands of tonnes take place in the farms.

4.

Nowadays, with 7 delivery points, Fruta Feia Co-Op avoids 8,7 tonnes of waste every week, which means a more efficient use of the natural resources: 9.544 m³/week of water, decreasing 7.741 kg CO₂ eq./week of greenhouse gases and contributing to farmers' income with 3800€/week.



Animal and crop farms and fisheries



Handling and processing center



Storage, warehouse cold houses



Transport and Distribution



Market Centers and Retail Center



Consumers and food services



Taking action

1.

Study and plan

→ Assess the food waste

Promote the assessment of food waste and any studies that can make accounts of the waste in the various links of the food chain, which can serve as a basis for the development of projects and strategic policies to combat food waste at municipal, national and European levels.

→ Municipal plan to fight food waste

Elaborate, on a municipal level, a holistic plan to fight food waste that takes into account all links of the food chain: from the producers to the consumers. After identifying the main links of the food chain where waste occurs, set clear goals and feasible strategies. Afterwards, monitor the results and evaluate the impacts of the strategies implemented, in order to optimize them.

→ Develop national &/or international projects

Develop or integrate projects that fight food waste, under European Programmes, such as LIFE or Horizon2020, similar to FLAW4LIFE project (www.flaw4life.com) which aims to replicate the innovative consumption model of Fruta Feia, and has Lisbon's City Council and Instituto Superior Técnico as partners. These studies promote synergies between the various participating countries which can support the development of new strategies to fight food waste.

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2.



Inform and raise awareness

→ Clear, accessible and updated information

Provide, in the website of each municipality, clear and updated information on food waste, disseminating the impact result of each action undertaken by the municipality, in order to raise awareness of the general public to this issue. Also provide the information on local markets and farmers, so as bring closer the consumer and the agricultural community.

→ Raise awareness of the school community

Initiate the discussion on food waste due to appearance in the school communities, developing workshops on healthy food through ugly fruit consumption, in order to raise awareness of the younger public on food waste issue and on the importance of consuming fresh and sustainable food.

→ "This is not waste" label

Provide to local farmers a label, to be used in the markets, to communicate that those products would end up being wasted for mere aesthetic reasons, fostering people to buy and help reducing the waste.

3.



Experiment and influence by the example

→ Support local projects and associations that work on the food waste

Given that local communities promote changes in society, it is important to survey the local citizen projects and associations that work on fighting food waste and give municipal support, assuring the appropriate conditions to better perform their work. This can be done by granting working spaces for free, providing legal support, or creating a platform that brings together all stakeholders and expedites the articulation of efforts and exchange of information and know-how.

→ Implement meals with ugly fruit in the municipal and school canteens

Implement meals with ugly fruit in canteens under the responsibility of local authorities as a means to encourage the consumption of quality fruits and vegetables, promoting sustainable consumption habits: to buy local and seasonal products, helping local farmers selling their non-standardized products.

→ Exclusive spaces for local farmers in municipal markets

Allocate spaces exclusively to local farmers (max distance 80 km) at the local markets, given that shortening transportation distance reduces environmental impact and food losses that may occur during long transport. Moreover, this practice would promote a local consumption and a direct relation between producers and final consumers.

3.

Experiment and influence by the example

→ Ugly fruit markets

Create a monthly market, with free participation fees, where local producers have the chance to sell the products that they would waste due to appearance. Promote a short circuit network, reducing intermediaries in the food distribution chain and raising awareness of the general public to the food waste issue.

→ Restaurants cooking with ugly fruit

Encourage restaurants to participate in the fight against food waste due to appearance, by cooking meals with ugly fruit and vegetables. Provide the "Meals cooked with ugly fruit" label, a visible recognition of their contribution to a social-economic and environmental cause.



Flaws
make things
interesting.

Thank you!

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