

Flaw4life

Ugly Fruit Against Food Waste

NEWSLETTER #5

15.JUN.2018



MORE THAN 1000 TONNES OF FRUITS AND VEGETABLES SAVED FROM WASTE!

In just 4 years operating, and currently with about 4600 associated consumers and 160 producers, Fruta Feia Cooperative has already saved more than 1080 tonnes of ugly fruits and vegetables from going to waste, showing that another type of consumption, which does not judge the quality by appearance, is possible. [Read in website](#)

	Pilot Project (Sept. 2015)	FLAW4LIFE	
		Now (June 2018)	Goal (Sept. 2018)
Food Waste reduction (ton/week)	3.3	14,6	12
Reduction of GHGs emissions (kg CO2 eq/week)	2.897	13.021	10.622
Resource efficiency - water (m3/week)	3.572	16.054	13.097
Resource efficiency - energy (KWh/week)	4.667	20.975	17.111
Resource efficiency - soil (ha)	3	16	13
Delivery points	3	11	11
Farmers	35	157	150
Associated Consumers	750	3.410	2.750
Jobs	3	11	11
Volunteers	80	487	280
Pupils	111	4.119	2.985

NATIONAL REPLICATION PLAN: MISSION ACCOMPLISHED

After launching two more delivery points in May - Braga and Amadora - Fruta Feia concluded its national replication plan under the FLAW4LIFE project. There were 8 delivery points launched over the last 3 years, now marking presence in 4 districts, 8 cities. In total, Fruta Feia counts on 11 delivery points, more than 4600 consumers, 160 producers, and saves more than 15 tonnes of waste per week! [Read in website](#)



FRUTA FEIA IN CANADA

Fruta Feia was present at the [Terroir Symposium](#) in Toronto, in this 12th edition dedicated to the theme "The powerful economics of local".

When the Co-Op's work was presented, the crowd applauded, shouted that in Canada they have the same problem and that they want Fruta Feia in the country!

Fruta Feia has fulfilled its mission again: to put the problem of food waste due to the appearance

on the table and shake consumption patterns. This time overseas! [Read in website](#)



FRUTA FEIA ON JOURNAL OF CLEANER PRODUCTION

The scientific paper entitled "A sustainable business model to fight food waste" was published in *Journal of Cleaner Production*, which analyzes the sustainability of Fruta Feia's business model in three aspects: economic, social and environmental. This article is the result of a masters thesis in the Department of Mechanical Engineering in Instituto Superior Técnico (IST), Lisbon.

You can read the abstract [here](#).

Read more news



FLAW4LIFE is a project that aims to fight food waste due to appearance, co-funded by LIFE's European Union Programme.

FLAW4LIFE

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