

USE YOUR PRODUCE ON FIELD AND FARM TO #REDUCEFOODWASTE

FOR VEGETABLE & FRUIT FARMERS

REASONS

WHY PARTS OF PRODUCE ON FIELD AND FARM GET NOT USED FOR HUMAN CONSUMPTION



PRODUCE DOESN'T MEET QUALITY CRITERIA OF MARKETING AND HYGIENIC STANDARDS OR COSTUMER'S REQUESTS



MARKET IS SATURATED BECAUSE OF OVERPRODUCTION OR NEW FOOD TRENDS



PRODUCE IS DAMAGED ON THE FIELD, DURING TRANSPORT, PROCESSING AND STORAGE



PRODUCE DOESN'T GET FULLY HARVESTED DUE TO INEFFICIENT HARVEST OR ECONOMIC REASON

FOOD SUPPLY CHAIN



SOLUTIONS

#1

Primary Production



HOW TO USE MORE OF ALL PRODUCE FROM FIELD AND FARM

CHECK YOUR PRODUCTION, PROCESSING, HARVESTING AND STORAGE METHODS IN ORDER TO AVOID DAMAGE OR LOSSES AT FIELD AND FARM

ESTABLISH NEW MARKETING CHANNELS TO SELL YOUR PRODUCE

DEVELOP NEW PRODUCTS BY PROCESSING YOUR UN-SELLABLE PRODUCE
either on your farm or in cooperation (farmers' association)

ESTABLISH A FARMER-PLATFORM AS DISTRIBUTION COOPERATION AND/OR EXPERIENCE EXCHANGE

ADAPT YOUR RANGE OF PRODUCTS, RESPOND WITH CUSTOMER DEMAND

MAKE PRODUCE AVAILABLE AT YOUR OWN FACILITY FOR CONSUMPTION OR DISTRIBUTION TO EMPLOYEES

DONATE YOUR UNUSED PRODUCE TO LOCAL FOODBANKS OR SOCIAL INITIATIVES

LET PEOPLE GLEAN YOUR NOT-HARVESTED PRODUCE

RAISE AWARENESS ABOUT THE TOPIC BY COMMUNICATING THE VALUE OF FOOD TO YOUR CONSUMERS AND/OR EXPERIENCE EXCHANGE

HOW TO USE FOOD THAT CAN'T BE AVOIDED FROM BEING WASTE:

UTILIZE UNUSED PRODUCE AS ANIMAL FEED
e.g. by getting in cooperation with other farmers that use unused produce as animal feed

PREPARE AND USE COMPOST
at your farm or in cooperation with other farmers to produce high value fertilizer

USE FOOD WASTE AS SUBSTRATE FOR BIOGAS PRODUCTION AT BIOGAS PLANTS
in order to produce fertilizer, power, heat and/or fuel

BENEFITS

CREATE REGIONAL VALUE!

EDUCATE YOUR CONSUMERS!

RAISE AWARENESS ON THE VALUE OF FOOD AND FOOD SOVEREIGNTY!

GET HIGHER COST-EFFICIENCY IN WHOLE PRODUCTION!

INSPIRE OTHERS - BECOME A ROLE MODEL!

CONTRIBUTE TO ENVIRONMENTAL AND CLIMATE PROTECTION!