



SISTERS



Best practices for promoting and selling ugly produce

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The problem

Unattractive fruit and vegetables are often overlooked in European cuisine due to consumer preference for standard-sized and shaped produce. This leads to significant waste as these products are rarely consumed.

The solution

To address this issue, several strategies can be implemented: consumer awareness campaigns highlighting the edibility of unconventional produce, accompanied by attractive pricing; leveraging digital technology and short distribution channels to democratize consumption; and platforms like Regioneo facilitating direct contact between consumers and producers, offering enhanced product information and recipes.

Benefits

-  Increased consumer acceptance of non-standard produce.
-  Reduction in food waste.
-  Enhanced income opportunities for producers through increased sales.
-  Improved consumer access to diverse and nutritious food options.

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PRACTICAL RECOMMENDATIONS



Recommendations for promoting and selling ugly produce:

- Implement **consumer awareness campaigns** highlighting the nutritional value and culinary potential of unattractive fruits and vegetables.
- Offer **discounted pricing** to encourage consumers to purchase non-standard produce.
- Utilize **digital platforms like Regioneo** (SISTERS Short Chain Platform) to connect producers directly with consumers and provide additional product information and recipes.
- Encourage **direct interaction between consumers and producers** through on-site visits and pick-your-own events to showcase the quality and suitability of unconventional produce for consumption.



About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2023

Project dates: from November 2021 to April 2026.

Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.