



How can national portals bring together producers to help reduce food loss and waste?

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The problem

Fruit and vegetables with noticeable defects or caliber issues may have more difficulty finding buyers.

The solution

One way of reducing food loss and waste (FWL) and increasing product visibility is to bring offers together in an independent portal for each country.

Benefits

National portals can be a good solution for different reasons:

Improved product visibility: a new interface bringing together as many FLW offers as possible will help to centralise demand and maximise consumer attention and purchases.

Improving consumer information: in addition to the various offers, a portal will bring together best practices, the seasons for each product and related recipes.

Create new sales channels: national portals will help to broaden the range of products and services on offer by differentiating between products and quantities for professional and private customers.

Gathering information: bringing all the offers together on an independent website will help to draw quantified conclusions about the fruits and vegetables most concerned by the fight against waste, making them easier to promote.

How can national portals bring together producers to help reduce food loss and waste?



PRACTICAL RECOMMENDATIONS

- To share with the SISTERS project team the best practices and information already in the hands of producers by responding to the online survey (in English) [available here](#).
- [Get in contact with the Regione team](#) to find advice on participation in the Regione website/app and in an independent national portal.



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. © 2025

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.