



The SISTERS approach is to create a systemic action plan for reduction of food loss and waste, by applying innovations in each relevant step of the agri-food value chain. One of the project aims is to allow primary producers to directly sell to consumers their fruits and vegetables that otherwise would be discarded e.g., due to incompliance with market aesthetic standards.



SHORT CHAIN PLATFORM

BENEFITS



SISTERS will create and validate via piloting an open user-friendly platform (an app) for the first time available for all European primary producers to directly sell to consumers their fruits & vegetables that do not meet the market standards or constitute surplus production.

This action will influence producers' dynamics through guidelines promoting direct sales and reductions in food losses from overproduction.



Reduction of food losses in agriculture that are due to prohibitive market requirements



Monetisation of farmers' efforts in their production, promoting circular economy



Savings for consumers that will be able to buy local fresh fruits and vegetables with the same nutritional and safety quality yet at lower prices

The different stages of the innovation development & the partners involved:



Technical research and specifications to identify the producer's needs



App development V1.0



Onboarding first 100 producers for testing



Test & Learn Feedbacks improvements



Short Chain App validation and market launching



18 PARTNERS & 3 LINKED THIRD PARTIES FROM 8 COUNTRIES



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101037796