



SISTERS

How to reduce food loss & waste using short chain platform

SISTERS Project
Practice Abstracts

No. 05

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Country/region:
France

Keywords:
#agriculture
#primaryproducers
#shortchainplatform
#agrifood
#foodvaluechain

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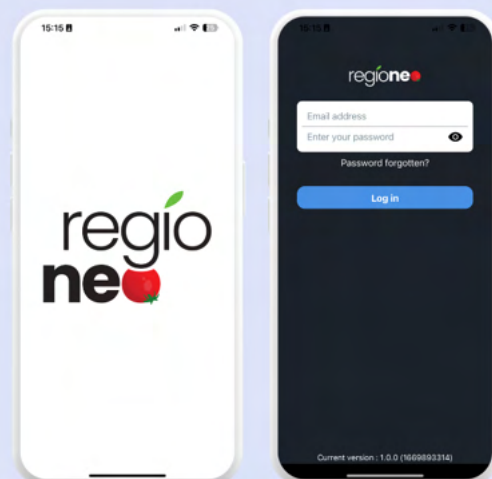
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The problem

Global statistics on food waste were first reported by the United Nations Food and Agriculture Organization in 2011, and since then, more attention has been given to food waste measurements at the consumer and retail stages, whilst efforts to quantify losses during primary production have been more limited.

The solution

Digital solutions are having an impact on our consumption models, providing a new link between producer and consumer, while reducing food waste and loss. As part of the SISTERS project, the development of the Regioneo digital solution is one of the pillars for reducing food waste and loss in the EU.



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PRACTICAL RECOMMENDATIONS



- **Accelerating the sales process:** some foodstuffs have short consumption periods or are over-produced if the harvest is exceptional. Digital technology speeds up the sales process by enabling offers to be put online almost immediately.
- **Promoting ugly or badly sized products:** habits are changing and consumers are more willing to eat products that don't meet past standards. Digital technology makes it easier to promote and sell these products.
- **Attractive prices:** the promotion of anti-waste products can be coupled with attractive prices to persuade reluctant consumers to buy. The success of anti-waste solutions aimed at convenience stores such as ToGoodToGo suggests that the public is sensitive to the issue of anti-waste if it is also associated with lower prices.
- **Meet new customers:** using short distribution channels creates a new link between the producer and local customers.
- **Ease of use:** as a prerequisite for using a short distribution channel platform to help reduce food waste, it must be easy for farmers to get to grips with, meet the specific needs of the farming community and be offered at an attractive price.



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.