



SISTERS



Encouraging Consumption of Imperfect Produce to Cut Food Waste

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The problem

Consumers often struggle to **assess the freshness of fruit vegetables**, leading to dissatisfaction with their purchases and potential food waste. This lack of clarity in determining freshness can result in **consumers discarding perfectly edible produce** prematurely.

The solution

Educating consumers on **fruit and vegetable freshness is crucial**. Utilize workshops, publications, social media, and consumer events to teach about indicators like appearance, texture, and aroma. Offer storage and handling tips for maintaining freshness.

Benefits



Reduction of food waste resulting from premature disposal of fruit and vegetables perceived as no longer fresh.



Increased consumer satisfaction with fruit and vegetable purchases, leading to higher consumption rates and improved health outcomes.



Promotion of sustainable consumption practices by encouraging consumers to utilize produce efficiently.



Strengthening of consumer trust in food products and the overall food supply chain.

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PRACTICAL RECOMMENDATIONS



Recommendations for encouraging consumption of imperfect produce to cut food waste:

- Indicators of fruit and vegetable freshness strictly depend on the type of product.
- Check proper storage techniques to extend the shelf life of fruit and vegetables.
- Educate consumers on how to make use of slightly older fruit or vegetables for suitable dishes such as soups or stews.
- Carefully remove spoiled parts from fruits and vegetables instead of discarding the whole product (in the case that the spoiled spots are minimal and have not yet spread across the entire fruit).



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.