



# SISTERS

## Leveraging Fruit & Vegetable Producers in the Fight Against Food Waste

SISTERS Project  
Practice Abstracts

No. 23

**Author:**  
Agence BM-Services (WP1 leader)

**Country/region:**  
France

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

**Contact information:**  
AITIIP Centro Tecnológico  
(Spain - Project coordinator)  
carolina.penalva@aitiip.com

Agence BM-Services  
(France - WP1 leader)  
pierre.tubiana@bm-services.com

### The problem

Food waste is a significant issue globally, with **fruits and vegetables being particularly prone to wastage** due to cosmetic imperfections or surplus inventory. This wastage contributes to environmental degradation and economic losses throughout the supply chain.

### The solution

Producers **can cut food waste by selling directly online**, repurposing excess produce, partnering with local eateries, educating consumers, and promoting sustainability online. These steps boost transparency, create new revenue streams, streamline transactions, change consumer perceptions, and engage eco-conscious customers.

### Benefits



Reduces food waste throughout the supply chain, minimizing environmental impact and economic losses.



Adds value to every fruit and vegetable produced, enhancing profitability for producers.



Builds consumer trust and loyalty through transparency and education.



Fosters partnerships with local businesses, contributing to a resilient and interconnected food system.



Cultivates a sustainable and responsible approach to food production and consumption.

# Leveraging Fruit & Vegetable Producers in the Fight Against Food Waste

## PRACTICAL RECOMMENDATIONS



### Recommendations for fighting food loss and waste at the primary production level:

- Implement direct sales channels and e-commerce platforms for surplus or imperfect produce.
- Explore value-added processing opportunities with trusted partners.
- Establish collaborations with local restaurants and update online platforms for seamless communication.
- Develop educational campaigns to raise consumer awareness about food waste and imperfect produce.
- Engage with consumers and promote sustainability initiatives through social media channels.



#### 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.