

Maintaining a sustainable diet: from purchase planning to zero waste

FOODRUS

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#sustainable gastronomy
#local products #natural
resources #SmartWash
Project #food waste
recyclability



In a survey conducted by Florette as part of its #EatWellBeHappy campaign, they observed that avoiding food waste and the selection of local products are priorities for Spanish people when filling their shopping baskets.

The Navarre-based company acknowledges that these practices are fundamental for sustainable gastronomy. Supporting local products not only boosts the regional economy but also reduces the environmental footprint by decreasing CO2 emissions in transportation. That's why the company is committed to nationwide production, with more than 2,000 hectares of cultivated fields worked by local farmers. Additionally, it ensures freshness and quality as they are harvested at their optimal point. Moreover, a responsible management of natural resources is essential. To achieve this, the brand implements measures such as rainwater reuse and the SmartWash project, which reduces water consumption during the vegetable cleaning process. This not only benefits the environment but also promotes water saving by the consumer.

On the other hand, avoiding food waste, especially fruits and vegetables, is crucial for both health and the environment. Florette helps consumers by offering products with just the right number of raw materials and donates discards obtained during the production process for animal feed. Furthermore, it gives some tips to maximize freshness and flavour such as storing them between 1 and 4 degrees, proper packaging, and separating fruits and vegetables due to their differing ripening times and promotes recipes that make use of food leftovers, following the zero-waste philosophy.



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Finally, the recyclability of the packaging is another important aspect of sustainable gastronomy. Florette's Complete Salads packaging is 100% recycled and recyclable. In addition, the packaging of ready-to-eat salads is 100% recyclable and contains 15% less plastic, a measure that has helped to remove 160 tons of plastic from the market each year. This adds to the company's commitment to sustainability, closing the loop of a more conscientious and responsible food chain.

About

Coordinated by the University of Deusto and comprising 27 partners from 10 different European countries, the EU-funded FOODRUS project aims to limit food losses and waste, and to promote resource efficiency across all stages of the agri-food value chain. FOODRUS is working to tackle the food waste and losses by creating resilient food systems across nine European regions. To achieve this, the project will test 23 circular solutions through diverse forms of collaborative innovation.

Consortium



www.foodrus.eu



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