

## ToNoWaste project, the challenge of preventing and reducing food waste. Origins and potential solutions from a stakeholder approach in the city of Valencia (Spain).

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In the **ToNoWaste** project, it is essential to include an open, multi-stakeholder debate on causes and solutions to food waste throughout the entire supply chain. Public administrations, distributors, producers, researchers, specialised consultants, school canteens and academia, reflected on it with special emphasis on the city of Valencia (one of the pilot cities of the project).

Their main contributions and recommendations, of interest to various actors in the food chain, are listed below:

- ▶ They consider that the actors/stakeholders in the chain are frequently disconnected. Greater interconnection, from producers to consumers, would generate better decisions.
- ▶ The aesthetic requirements in supermarkets and their packaging policy cause a volume of waste that could be reduced.
- ▶ Current consumers are more demanding in terms of quality standards, although quality is usually based on aesthetic considerations. Issues exist that are linked to their education and awareness (e.g.: shopping and menu planning). The importance of schools stands out in this regard.



### Food waste

- ▶ There is a need for more public policies.
- ▶ There is a need to define and measure food waste and its impact in economic, social and environmental terms to come up with effective solutions. For this, the usefulness of technological applications is highlighted.
- ▶ There is a need to better inform and educate the consumer about the difference between the 'best before date' and the 'expiration date'.
- ▶ There is also a need to understand the traceability of waste: it can be located in one stage but originate in another.



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