

ToNoWaste Project, the Challenge of Preventing and Reducing Food Waste. Situation in the Wholesale Market of Mercavalència,

MERCADOS CENTRALES DE ABASTECIMIENTO DE VALENCIA SA (MERC)

In the **ToNoWaste** project, it is important to understand the situation of Mercavalència, and more specifically, that of the wholesale market, comprised of private companies selling fruits and vegetables.

Mercavalència simply plays a role as a space leaser, ensuring that this activity takes place and providing the means for a continuation in the food chain whose main and final recipient is the consumer.

Below are the main characteristics and challenges that can be found:

- The very limited time frame in which buying and selling must take place.
- The deep-rooted habit and mindset of doing things a certain way. Along with the challenge that because of a mindset of tradition, there's resistance to doing things differently.
- Not perceiving food waste as a multifaceted problem.
- The lack of a penalty registers within Mercavalència
- High competition among wholesalers and mutual mistrust.
- The inertia of the administrations and their low investment.



Lastly, some positive aspects to consider are outlined:

- Centralization of wholesalers in one market.
- Nighttime hours that allow for management by buyers and subsequent sales in their own business.
- The ability to achieve fairer prices to conduct business.

