ToNoWaste

Practice abstract

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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 а 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.

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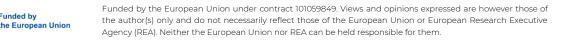


Lastly, some positive aspects to consider are outlined:

- 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.

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