

ORGANISATIONS INVOLVED

Flanders DC, Verduyn & Innovatiesteunpunt

CONTACT

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Flanders' Food

**New partnerships between
farmers, food processors
and manufacturers**

The Food Waste Problem

Verduyn grows, collects, washes, sorts and packs vegetables which are distributed by retail chains, as well peeling and cutting of vegetables for industry and food service. The company has big (19.000 tons/year) vegetable side streams. Main streams are carrot, white and red cabbage, celeriac, broccoli, spinach. These side streams currently mainly go to feed, Verduyn wants to reduce their waste and residues streams on site, but as well to establish a long lasting sustainable relationship with their growers (via offering higher fix prices for the farmers harvest).

Juicy Group is specialized in the production of fresh cold pressed fruits and vegetables juices - using conventional as well as organic products - without any preservatives, colorants or other additives. Juicy is a primary food processing company that is investigating to source its raw materials from residues and side streams. They also aim to increase their resource efficient use of raw materials through process improvement.



The Food Waste Solution

Verduyn started a collaboration with Juicy Group, a niche market juice producer, for the production of healthy, slow juiced beverages without added sugar, additives nor preservatives. The juices are processed with the innovative high pressure pascalisation (HPP) technology so no preservatives need to be added nor high temperatures treatments need to be used to extend the shelf life of the juices. The HPP technology doesn't affect the healthy benefits of the consumption of raw vegetables and fruits so all nutrients and vitamins are kept in the juice. They develop **100% fresh mixed fruit-vegetable juices.**

Verduyn is a medium sized enterprise, the Juicy Group is a small company (SME). Both companies are involved in the development of the idea and are both co-owner of the solution.

The solution was developed via co-creation brainstorm sessions moderated by Food Heroes project and the design agency Achilles.



The Food Waste Impact of the Solution

How much food do you expect to save in 2020?

112.000 kg of vegetable waste streams will be saved and valorized

How much food will be saved 5 years after the end of the project (on a yearly base)?

Taking into account a gradual increase in production a total of 664.000 kg will be saved after 5 years of production, and reach an annual saving of around 140.000 tons

How much food will be saved 10 years after the end of the project (on a yearly base)?

After ten years nearly 1.500 tons food losses will be saved in total, and reach the annual savings of 165.000 tons vegetable side streams

Project Food Heroes aims to reduce food losses in the primary sectors (on farm and fisheries) by creating higher value uses for byproducts and products that are out of specification. Throwing it away is such a waste. This project is funded by INTERREG North West Europe, European Regional Development Fund.