ROSETTA

Reducing food waste due to marketing standards through alternative market access

PILOT CASE

IRELAND

Fruit & Vegetables

THE CHALLENGE

Many vegetables are perfectly good to eat, but if they don't meet expected size, shape or appearance, they can struggle to reach conventional markets. This can lead to unnecessary food waste, even though they still have nutritional value.

WHY IT MATTERS

Upcycling creates new market opportunities for vegetables that don't meet cosmetic standards. With the right products and appropriate communication, we can keep good food in the food chain, reduce waste and build a more sustainable food system.

WHAT ROSETTA TESTED IN IRELAND

Developed framework for a whole crop approach, to maximise the value of every part

Applied the framework to develop foods from cosmetically imperfect carrots

Tested consumer reactions at farmers' market in Ireland.

Compared responses when information about upcycling was given before or after tasting.

KEY RESULTS

More than 300 people interacted with the pilot



FARMERS MARKET PILOT RESULTS

Told before tasting

Taste	6.43
Purchase Intention	6.20
Perceived Eco-friendliness	6.59
Would eat again	6.46

Average consumer ratings on a 7-point scale.

145 consumers
completed the survey

Told after tasting

5.43	Taste
5.13	Purchase Intention
5.89	Perceived Eco-friendliness
5.70	Would eat again

Average consumer ratings on a 7-point scale.

DID YOU KNOW?

100+ Recipes tested from carrot-top pesto to chocolate bonbons, every edible part can inspire delicious sweet and savoury creations.



2 selected products

WHAT WE LEARNED

- Timing matters – consumers rated the products more positively and showed stronger purchase intentions when they learned about upcycling before tasting.
- Upcycled foods can be tasty and well accepted.
- Behavioural insights can help bring more of these products to market.

Good food today.
A more sustainable tomorrow.

CONSORTIUM

Funded by the European Union

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