ROSETTA

Reducing food waste due to marketing standards through alternative market access

PILOT CASE

SPAIN

Online market

THE CHALLENGE

Fruit and vegetables that do not meet strict marketing standards are often left unsold, even though they are perfectly safe, nutritious and tasty.

WHY IT MATTERS

Giving a second chance to fruits and vegetables means less food waste, new market opportunities for producers and a more sustainable food system for everyone.

WHAT ROSETTA TESTED IN SPAIN



PROMOTE

Imperfect and upcycled products in the FRESHIS webshop.



COMPARE

Concrete, action-oriented messages vs abstract sustainability messages.



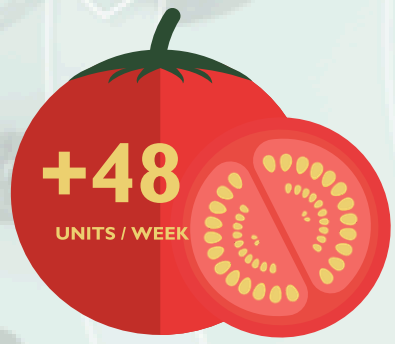
TRACK

Weekly webshop sales across six weeks per message condition.

KEY RESULTS

Real change starts with a choice.

Concrete message

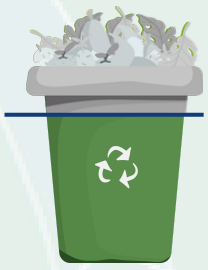


VS abstract message



ONLINE MARKET PILOT RESULTS

5.33 out of 7 respondents stated



CONFIDENCE

FRESHIS can reduce fruit and vegetable waste

5.12 out of 7 respondents stated



WILLINGNESS TO BUY

Upcycled foods in the future

DID YOU KNOW?

57.1% 52 of 91 respondents already knew the concept of upcycled foods before the survey.

WHAT WE LEARNED

- ✓ Concrete, action-oriented messaging was associated with higher weekly sales than abstract messaging.
- ✓ Consumers showed positive willingness to buy upcycled foods.
- ✓ Clear communication can support uptake of imperfect and upcycled products.

Good food today.
A more sustainable tomorrow.

CONSORTIUM

Funded by the European Union

Visit: www.rosetta-project.eu Contact us: info@rosetta-project.eu Follow us: ROSETTA Project EU