



**CO-creating sustainable and competitive FRuits and vEgetableS'  
value cHains in Europe**

**Deliverable 6.4  
First batch of practice abstracts**

**Responsible partner: UHOH**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000852.

## Document Identification

<b>Project Acronym</b>	CO-FRESH		
<b>Project Full Title</b>	CO-creating sustainable and competitive FRuits and vEgetableS' value cHains in Europe		
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<b>H2020 Call ID &amp; Topic</b>	RUR-06-2020 - Innovative agri-food value chains: boosting sustainability-oriented competitiveness		
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<b>Author (s)</b>	Caspar Winkelmeyer, Michael Bregler		
<b>Contributor (s)</b>	Edelbis López Dávila, Jos Bijman, Giulia Tarsitano, Katarína Blicklingová, Melina Burkert, Maral Mahdad, Sepide Mehrabi		
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### History of changes

Version	Author	Date	Comments
1.0	Michael Bregler	31.03.2022	Initial Version

Table 1: History of changes

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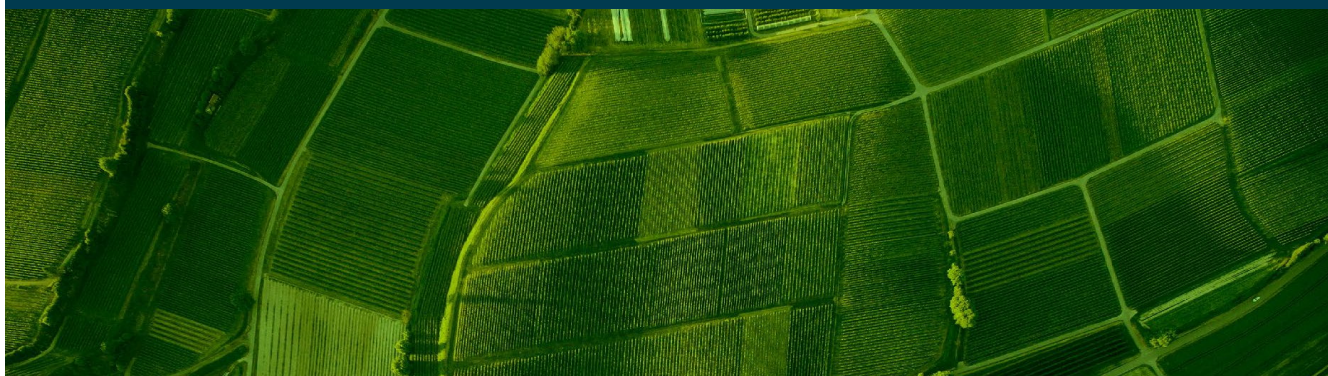
## 1. Executive Summary

This deliverable contains the first batch (12 of the promised 5 - 15) of EIP-AGRI practice abstracts. The practice abstracts in this report are provided in a template created by UHOH. In addition to this deliverable the practice abstracts will be submitted to EIP-AGRI in the common format.

## 2. Annexes

## Practice Abstract No 1




### Key steps to initiate successful networking between working groups in similar fields of research



Description	Author(s)
<p>Networking between working groups/projects in similar fields is an important, yet often rather intuitive and unstructured instrument to strengthen the potential for collaborating. It can be an effective way to avoid overlaps, identify opportunities for joint actions and develop strategies that can help generate more awareness and relevance for the subject. To employ a structured approach for networking, all working groups seeking alliance should declare a dedicated task group. Those task groups are responsible for getting into first personal contact and to share their overall objectives with each other. Working group coordinators should be invited to kick-off meetings as a first way to positively reinforce intentions to cooperate between working groups. After initial contact a meeting with project representatives should be organized to start discussions about possible cooperation activities (e.g. shared information material, joint policy briefs, workshops, newsletters, communication, etc.). Outcomes and agreements of the discussions need to be framed in an Action Plan. The following points should be covered during the joint coordination meeting:</p> <ul style="list-style-type: none"> <li>• Introduction of participants</li> <li>• Setting clear, common objectives and expected outcomes</li> <li>• Brief presentations of the working groups</li> <li>• Discuss foreseen in each project</li> <li>• Discuss opportunities for collaboration and joint activities</li> <li>• Define a common strategy</li> </ul>	<p>Edelbis López Dávila <i>Ghent University</i></p>
	<h4 data-bbox="1002 1153 1452 1205">Stakeholders</h4> <p>Partners in Horizon 2020/Europe projects</p>
	<h4 data-bbox="1002 1433 1452 1485">Country/Region</h4> <p>EU</p>
	<h4 data-bbox="1002 1713 1452 1765">Keywords</h4> <p>Networking, Cooperation, Working Group</p>



Regular follow-up meetings with alternating organizers, are essential to ensure all working groups stay in contact with each other and invested. This makes sure that each project or working group is given the chance to organize a meeting once per meeting cycle.

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	 <a href="#">COFRESH-H2020</a>
	 <a href="#">CO-FRESH</a>
CO-FRESH Partners	



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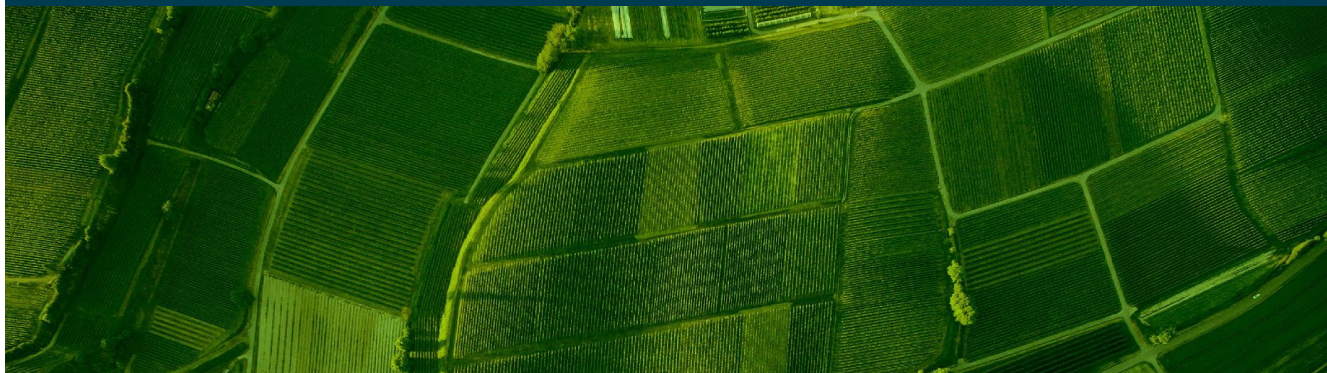


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## Practice Abstract No 2

### The usefulness of setting up a networking plan between working groups in similar fields



Description	Author(s)
<p>Setting up a network and collaboration plan between working groups in similar fields can be done to increase effectiveness of working together on subjects of mutual interest. Sister projects funded under the European H2020 programmes are a good example of such a working group. Based on our experience in this context, we will draw on how to set up a successful networking plan. With a networking plan the following can be achieved: partners' mutual agreement on exchanging experiences, benchmarking and organizing joint activities to ensure collaboration, exchange and wider dissemination/sharing of results. To this end, the defined and approved network joint plan should contain, among other things:</p> <ul style="list-style-type: none"> <li>• A collaboration agreement between the main project or working group coordinators</li> <li>• An agreed timetable of joint activities, like workshops, symposia, webinars, etc.</li> <li>• Planning of regular coordination meetings with project coordinators and cooperation leaders</li> <li>• Creation of a common digital cloud repository for sharing documents</li> <li>• A dissemination agreement about sister projects or working group activities</li> <li>• A preparation plan for joint documents such as policy briefs, guidelines, or handbooks</li> <li>• Guidelines to create joint thematic working groups</li> </ul> <p>The main outcomes expected to be achieved through a networking plan are:</p>	<p>Edelbis López Dávila <i>Ghent University</i></p> <p><b>Stakeholders</b></p> <p>Partners in Horizon 2020/Europe projects</p> <p><b>Country/Region</b></p> <p>EU</p> <p><b>Keywords</b></p> <p>Networking, Cooperation, Working Group</p>



- Increased exchange between actors on best practices, methodologies, failures, and knowledge gaps
- Strengthened collaboration and awareness about project activities
- Engagement with all actors involved, creating a Community of Practice (CoP)
- Optimizing dissemination and communication measures to key target audiences
- Connecting to a wider range of end-users
- Validation of results by a broader community

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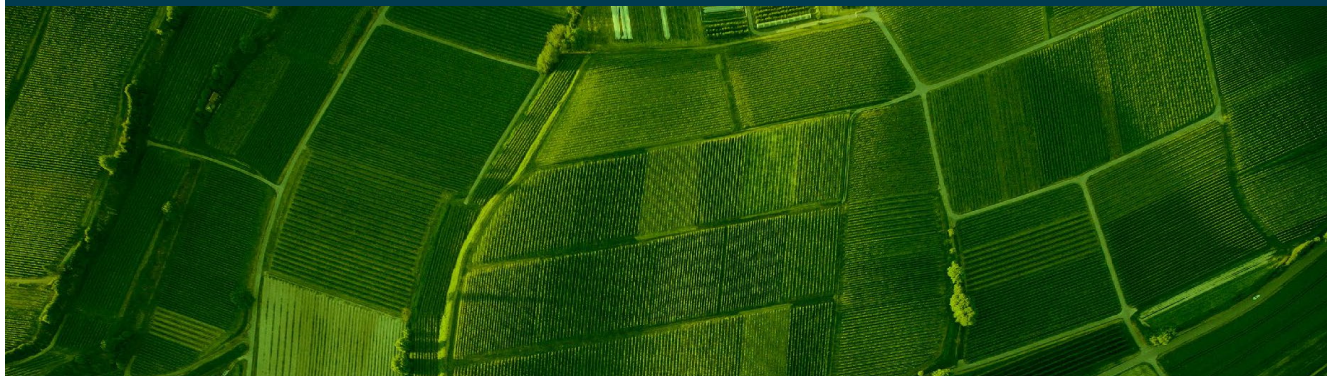
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## Practice Abstract No 3

## Plant-based dairy products by The New Milkman



## Description

Plant-based dairy products cater to a growing market of consumers who are conscious about the environmental impact of traditional dairy products. These consumers are switching from dairy products based on cow milk to dairy products based on crops. Examples of plant-based dairy products are soy milk and yoghurt, oat milk, almond milk and pea protein drink. For European farmers, these products open new opportunities, particularly when sold in short food supply chains. The New Milkman (in Dutch: De Nieuwe Melkboer) is a start-up of two dairy farmers who started to grow soybeans and to process the beans into the first Netherlands-based soy milk. This soy milk is sold as a plant-based alternative for milk in coffee specialties, such as cappuccino and latte macchiato. Soybeans is a new crop for The Netherlands. When grown as commodity, Dutch soybeans are not competitive. However, when used in specialty products with an emphasis on the environmental benefits of local production, soybeans can be a profitable crop also for Dutch farmers. The New Milkman goes one step further, by processing it into a soy drink to be used in coffee specialties. The New Milkman has been supplying local coffee bars, but it is also selling online. By emphasizing the specialty characteristics and the environmental benefits of the short food supply chain, the soy drinks of The New Milkman have become popular among a steadily growing group of consumers.

To scale up its sustainability-oriented innovation, The New Milkman has entered a strategic alliance with Agrifirm, a large Dutch agricultural cooperative. Through this collaboration, other farmers can benefit from the experiences of The New Milkman, and more consumers can enjoy a sustainable alternative for milk-based dairy.

## Author(s)

Jos Bijman  
*Wageningen University & Research*

## Stakeholders

Start Ups, Retailer, Farmer

## Country/Region

The Netherlands

## Keywords

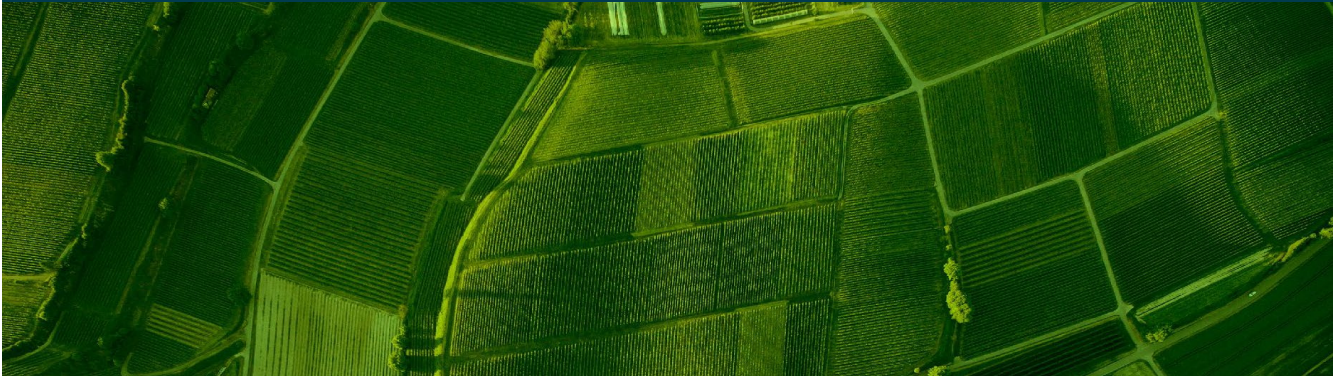
Plant based food, dairy, soybeans



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000852.*

## Practice Abstract No 3

## Plantaardige zuivelproducten van De Nieuwe Melkboer



## Description

De markt voor plantaardige zuivelproducten groeit snel. Consumenten kiezen voor plantaardig omwille van de negatieve milieueffecten van dierlijke zuivelproducten en om de lokale economie te stimuleren. Voorbeelden van plantaardige zuivelproducten zijn sojamelk, sojayoghurt, amandelmelk en haveremelk. Plantaardige zuivelproducten bieden nieuwe kansen voor Europese boeren, voor in korte ketens. Deze producten worden gemaakt op basis van soja, erwten of lupines. Deze gewassen kunnen door akkerbouwers worden geteeld, maar ook veehouders kunnen een deel van hun grond gebruiken voor de teelt van nieuwe gewassen. De Nieuwe Melkboer is een startup van de gebroeders Grobben die op hun melkveehouderij in Twente ook soja telen en deze soja verwerken tot de eerste sojamelk van Nederlandse bodem. Deze sojamelk wordt vooral verkocht als alternatief voor dierlijke melk in koffie-specialiteiten zoals cappuccino en latte macchiato. Het voorbeeld van De Nieuwe Melkboer kan ook voor andere boeren in Nederland interessant zijn. De essentie ligt in het verwaarden van de Nederlandse soja in consumentenproducten die door de consument hoog gewaardeerd worden vanwege lokale productie en geringe milieueffecten. Om het initiatief op te schalen is De Nieuwe Melkboer een alliantie aangegaan met Agrifirm, een grote landbouwcoöperatie. Agrifirm heeft ervaring met sojateelt in Nederland en wil Nederlandse boeren ondersteunen. Andere boeren die overwegen soja te telen voor speciale Nederlandse toepassingen kunnen profiteren van de ervaring van De Nieuwe Melkboer en van Agrifirm.

## Author(s)

Jos Bijman  
*Wageningen University & Research*

## Stakeholders

Start Ups, Retailer, Farmer

## Country/Region

The Netherlands

## Keywords

Plant based food, dairy, soybeans



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## Additional Information (context, links, etc.)

<https://nieuwemelkboer.nl/> (in Dutch)

<https://thinkeast.nl/blog/project/the-new-milkman-vegan-soya-drink/> (in English)

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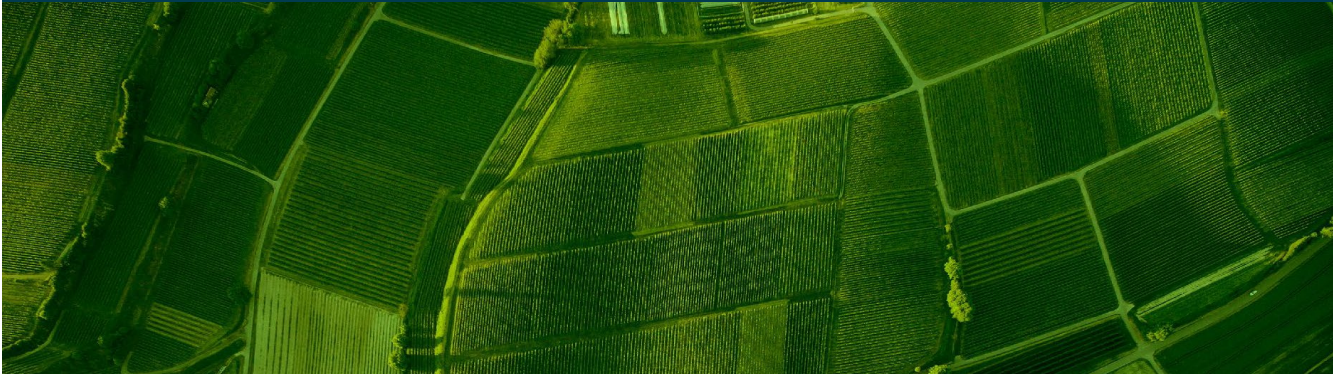
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## Practice Abstract No 4

### The Co-op's British Farming Groups: boosting the economies of communities across the UK while ensuring the highest standards of animal welfare



Description	Author(s)
<p>The Co-op Group committed to support British farmers by sourcing 100% of the fresh meat in the UK. To this end, in 2011 the consumer co-operative retailer established the Farming Groups, consisting of partnership agreements with 400 producers of meat, poultry, eggs, salmon, and dairy.</p> <p>The general objectives are to contribute to the UK economy and employment, as well as to meet consumers' expectations in terms of supply of British food, increasing trust in the food safety and sustainability standards.</p> <p>More specifically, the establishment of Farming Groups aims to guarantee high animal welfare standards (e.g. Red Tractor, RSPCA Assured schemes) and veterinary practices focused on a 'Reduce, Replace, Refine' framework for the responsible use of antimicrobials. In a Co-op Farming Group, farmers commit to the Co-op's production policies covering sustainability, seasonality, animal welfare &amp; antibiotics. Farms are also encouraged to incorporate the '5 Farming Pillars' into their practices, which are assessed every year by an independent auditing body, with farmers being awarded Bronze, Silver or Gold. In exchange, the Co-op offers long-term supplier contracts and commits to sourcing 100% British for certain products, thus guaranteeing a stable market for the farmers.</p> <p>The Co-op also developed the Farming Pioneers programme which takes groups of young farmers (aged 21 - 35) through a free 30-month training. The aim is to help develop their business and personal skills to better equip them for future demands.</p>	<p>Giulia Tarsitano <i>European Community of Consumer Co-operatives (Eurocoop)</i></p> <hr/> <p><b>Stakeholders</b></p> <p>Agri-Food Practitioner, Consumer</p> <hr/> <p><b>Country/Region</b></p> <p>UK</p> <hr/> <p><b>Keywords</b></p> <p>Cooperation, local, regional</p>



This type of 'partnership approach' based on cooperation, education, risk, and knowledge sharing is crucial for supporting farmers implementing innovative changes, thus contributing to a transition towards sustainable food systems.

## Additional Information (context, links, etc.)

[https://assets.ctfassets.net/bffxiku554r1/r1vSKLIA0odx8pbopA1pR/6a177aedc1208b42640af6edda1fa8c4/Farming\\_Pillars.pdf](https://assets.ctfassets.net/bffxiku554r1/r1vSKLIA0odx8pbopA1pR/6a177aedc1208b42640af6edda1fa8c4/Farming_Pillars.pdf) (Farming Pillars)  
<https://www.eurocoop.coop/>

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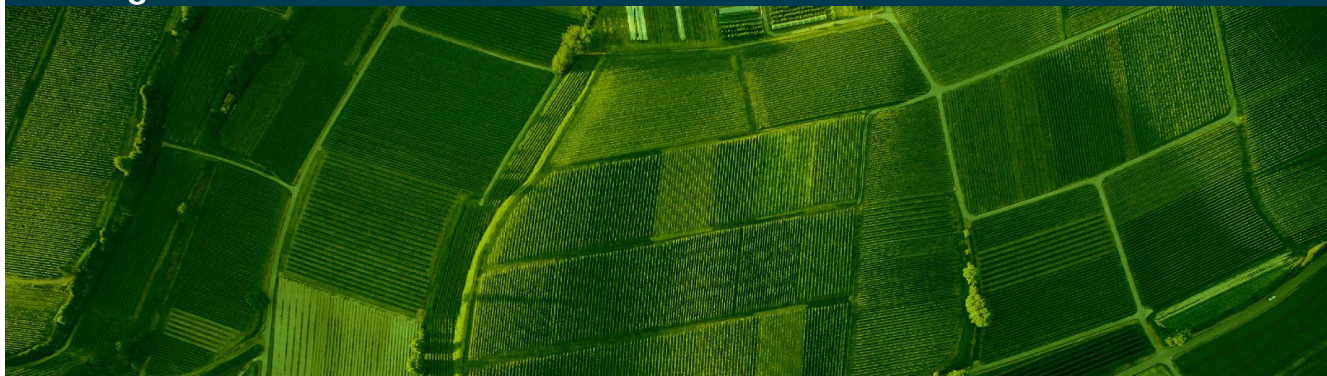
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## Practice Abstract No 5

### Functional cabinets to store and conserve food are set to boost e-commerce in the retailing sector



#### Description

Since 2018 Coop Estonia has invested in the installation of food cabinets to provide an innovative solution to the consumers for whom, for diverse reasons, the home delivery of goods is not suitable.

The service initially focused on six areas around the city of Tallinn, where, thanks to a cooperation with petrol stations, food cabinets were placed near the main highways. In 2020, the success of the operation allowed for the expansion of the service to the Lääne-Harju municipality, in northern Estonia.

Once it is ordered on the Coop e-store, food is delivered to food cabinets (orders above 25 € are free of charge) at the delivery time selected by the customer. Being fully functional refrigerators, both fresh products and frozen products can be stored and conserved in the cabinet for up to 4 hours.

The food cabinets were supplied by Strongpoint, a company specialising in the development of retail technology. The cooperation of local governments was also essential to identify the most convenient locations for the lockers so that they are easily accessible, both on foot and by car.

The new technology allows for opportunities to serve more remote or rural areas of the country, as an effective tool to expand the advantage of e-commerce and reach areas where there are no convenience stores because of reasons of economic viability.

#### Author(s)

Giulia Tarsitano  
*European Community of  
Consumer Co-operatives  
(Eurocoop)*

#### Stakeholders

Consumers, retail

#### Country/Region

Estonia

#### Keywords

Food cabinets, e-commerce,  
remote areas, rural areas





## Additional Information (context, links, etc.)

<https://www.eurocoop.coop/>

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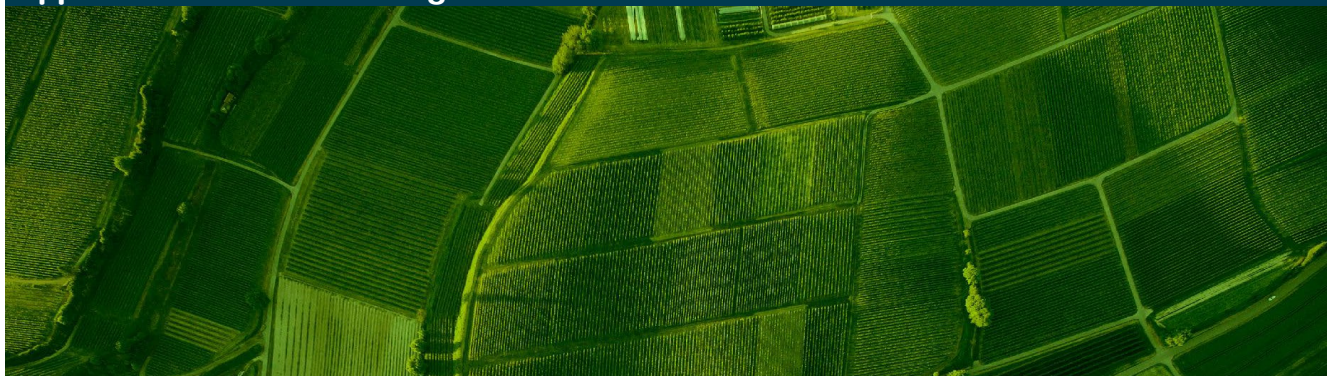
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## Practice Abstract No 6

### The participative supermarkets as novel examples for consumer co-operative approaches to food retailing



#### Description

The participative supermarket is an innovative business model in food retailing spreading rapidly across the EU and beyond and concerning urban and rural areas alike. The new model is rooted in the consumer co-operative example, hence abiding to the specific set of values (i.e., equality, equity, solidarity) and principles (i.e., democratic governance, members' economic participation, concern for the community) at the core of the co-operative movement. The distinctive characteristics of these innovative initiatives are to be found in the direct participation of a majority of members into the business as a labour force, and - in some cases - to the limited accessibility of the service to their members.

Members, through the participation in specific working groups, manage the business and directly choose the products based on considerations over six - equally weighted - criteria (i.e. environmental impact, proximity, fairness, taste, price, culinary needs of the neighbourhood) and rely on the full price transparency (fixed profit margins). While trade-offs are inevitable, the overall objective is to increase the access to & affordability of sustainable products. Rate of sales is the determinant for the continued supply of a product. While this remains fundamental to guarantee economic viability, like other consumer co-op retailers the participative supermarkets are not-for-profit organisations (surplus capital is re-invested in the business or socially relevant actions).

Participative supermarkets contribute to the transition towards sustainable food systems, by upholding principles such as cooperation, knowledge and competence sharing, support of local communities, civic engagement & investment in social innovation.

#### Author(s)

Giulia Tarsitano  
*European Community of  
Consumer Co-operatives  
(Eurocoop)*

#### Stakeholders

Consumers, retail

#### Country/Region

EU

#### Keywords

Co-op retailer, social innovation,  
participative supermarket



## Additional Information (context, links, etc.)

<https://www.eurocoop.coop/>

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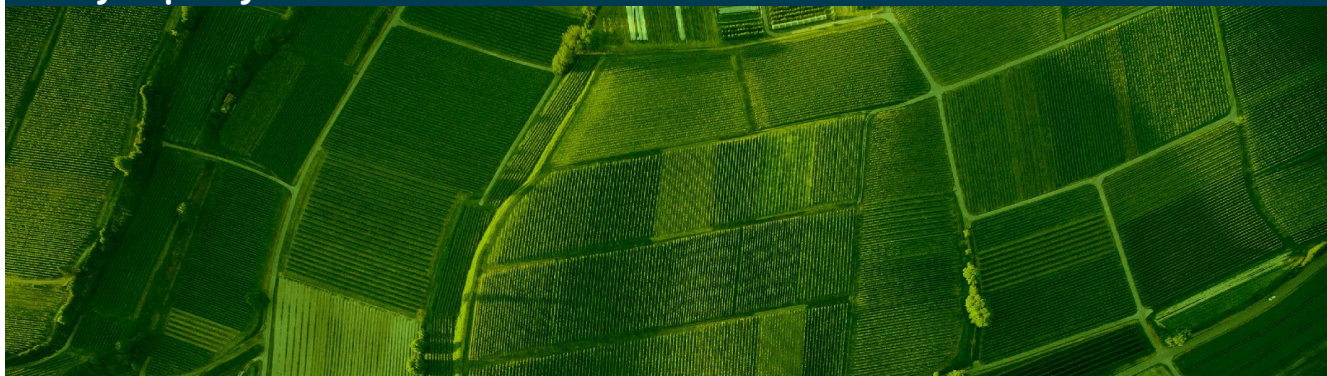
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## Practice Abstract No 7

### Untargeted methods to combat food frauds: Coop Italy's laboratory to guarantee food safety & quality to consumers



#### Description

For the last 40 years, Coop Italia has had an internal food analysis laboratory whose main interests, especially in recent years, have been food authenticity and fraud prevention of Coop products. The laboratory's activity is divided into routine analysis and new food analysis development. Laboratory includes three areas: biology, chemistry and sensory; the latter is a useful tool for assessing perceived quality of Coop products. In the last years, the molecular biology area has acquired two new instruments: a Digital PCR and a Next Gen Sequencer to improve and optimize DNA analysis, for example the application of the DNA barcoding technique, which can identify animal and plant species, in complex food products. Furthermore, the chemistry area has been equipped with Heracles II, a dual-column FAST gas chromatograph and FlavourSpec, an Ion Mobility Spectrometer (IMS) Gas Chromatograph. Both instruments are able to trace the global profile of volatile organic compounds in products. This analytical approach surpasses the limitations of 'target analyses'. An 'untargeted analysis' is able to profile a food as a whole (i.e. 'fingerprinting') by visualizing more than one family of molecules at the same time. The result can be compared to a product identification barcode. Any 'alteration' of the code indicates an anomaly in the product to be further investigated. These technologies could be applied in several food matrices like honey, coffee, wine, pet food, cheese, spices and extra virgin olive oil. In this latter matrix these untargeted analyses are very useful for the identification of the geographical origin. The laboratory, for its activities, has numerous collaborations with national and international research Institutes and Universities.

#### Author(s)

Giulia Tarsitano  
*European Community of  
Consumer Co-operatives  
(Eurocoop)*

#### Stakeholders

Retail, academia, research

#### Country/Region

Italy

#### Keywords

Food analysis, food authenticity, fraud prevention, Next Gen Sequencer



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## Additional Information (context, links, etc.)

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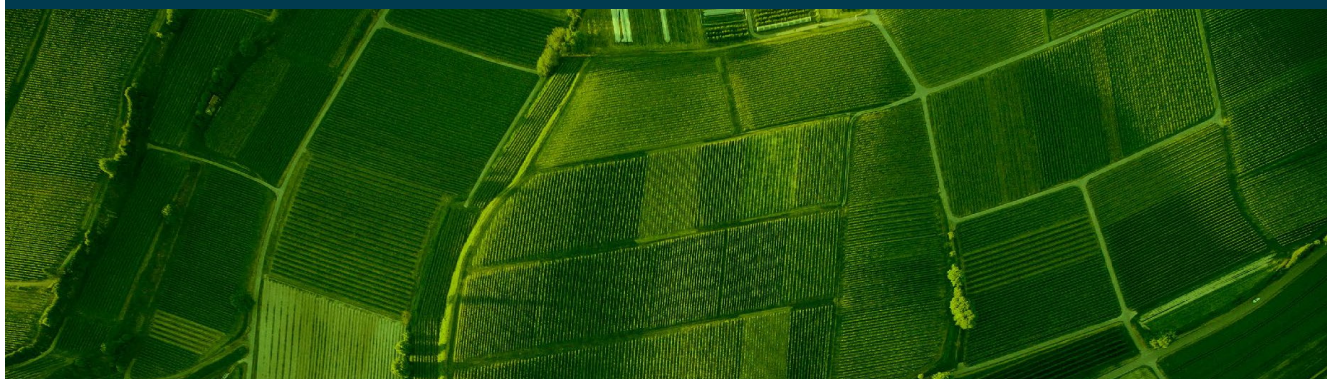
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## Practice Abstract No 8

## Regions in support of social agriculture in Slovakia



## Description

The notion of social agriculture combines agricultural knowledge and social economy. Social enterprises operating in agriculture, or so called “social farms” are characterised as innovative entities that use entrepreneurial activities for keeping social, economic and environmental cohesion in rural areas.

Agro-tree ecosystem of Banská Bystrica Self-Governing Region, Ltd. is a registered social enterprise focusing on the labour integration of disadvantaged and vulnerable groups. It fulfils the definition of multifunctional agriculture and creates higher share of social and environmental value compared to the economic value. The entire profit of the company is reinvested in its social goals. The financial resources for the set-up of the company were initially provided by the Office of Banská Bystrica Region as a founder. It is assumed that the company will become financially and economically self-sufficient in the future.

The economic activities of the company cover agriculture, horticulture and forestry and the provision of services in these sectors, wood processing and production of wood components and products. Their activities are also connected with the dual education via intensive cooperation with five secondary agricultural schools founded by the region. The main benefits for the people and the region are to produce local healthy food, to create employment and to ensure social inclusion for disadvantaged people, to make agriculture and agricultural education more attractive to young people, as well as to increase the social recognition of agricultural professions.

## Author(s)

Katarína Blicklingová  
*Bioeconomy Cluster*

## Stakeholders

Social enterprises, farmers, entrepreneurs, students

## Country/Region

Slovakia

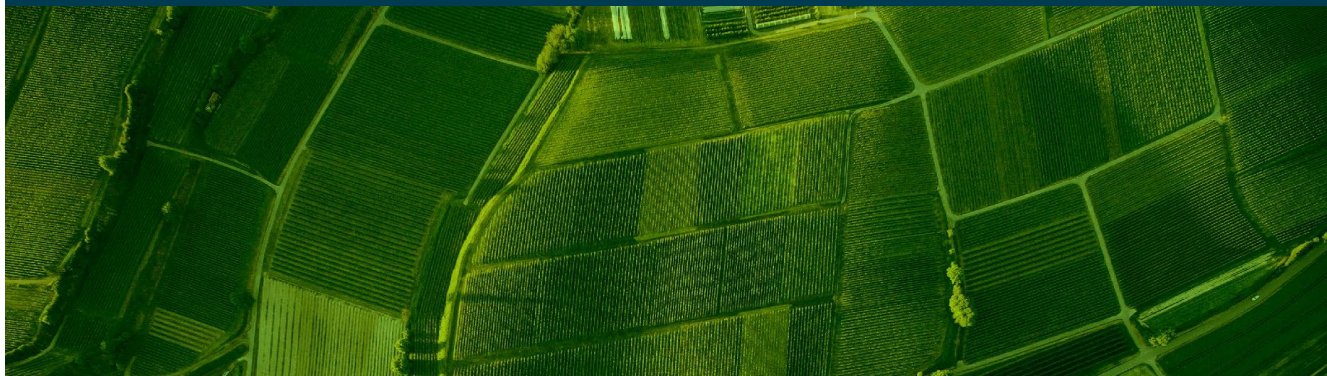
## Keywords

Social agriculture, social farms, agricultural education, social innovation



## Practice Abstract No 8

## Regióny podporujúce sociálne poľnohospodárstvo na Slovensku



Description	Author(s)
<p>Pojem sociálne poľnohospodárstvo spája poľnohospodárske znalosti a sociálnu ekonomiku. Sociálne podniky pôsobiace v poľnohospodárstve alebo tzv. „sociálne farmy“ sú charakterizované ako inovatívne subjekty, ktoré využívajú podnikateľské aktivity na dosiahnutie sociálnej, ekonomickej a environmentálnej súdržnosti vo vidieckych oblastiach.</p> <p>Agro – drevinový ekosystém BBSK, s.r.o. je registrovaný sociálny podnik so zameraním na pracovnú integráciu znevýhodnených a zraniteľných skupín obyvateľstva. Napĺňa definíciu multifunkčného poľnohospodárstva a vytvára vyšší podiel sociálnej a environmentálnej hodnoty v porovnaní s ekonomickou hodnotou. Celý zisk spoločnosti sa reinvestuje do napĺňania jej sociálnych cieľov. Finančné prostriedky na zriadenie spoločnosti poskytol Úrad Banskobystrického samosprávneho kraja ako jeho zakladateľ. Predpokladá sa, že spoločnosť sa v budúcnosti stane finančne a ekonomicky sebestačnou.</p> <p>Ekonomická činnosť spoločnosti zahŕňa poľnohospodárstvo, záhradníctvo, lesníctvo a poskytovanie služieb v týchto sektoroch, spracovanie dreva a výrobu drevených komponentov a výrobkov. Aktivity spoločnosti sú spojené aj s duálnym vzdelávaním prostredníctvom úzkej spolupráce s piatimi strednými poľnohospodárskymi školami, ktorých zriaďovateľom je kraj. Hlavnými prínosmi pre ľudí a pre región je produkcia lokálnych zdravých potravín, tvorba pracovných miest a zabezpečenie sociálnej inklúzie pre znevýhodnených ľudí, zatraktívnenie poľnohospodárstva a poľnohospodárskeho vzdelávania pre mladých ľudí, ako aj zvýšenie spoločenského uznania poľnohospodárskych profesií.</p>	<p>Katarína Blicklingová <i>Bioeconomy Cluster</i></p> <p><b>Stakeholders</b></p> <p>Social enterprises, farmers, entrepreneurs, students</p> <p><b>Country/Region</b></p> <p>Slovakia</p> <p><b>Keywords</b></p> <p>Social agriculture, social farms, agricultural education, social innovation</p>



## Pictures



## About CO-FRESH

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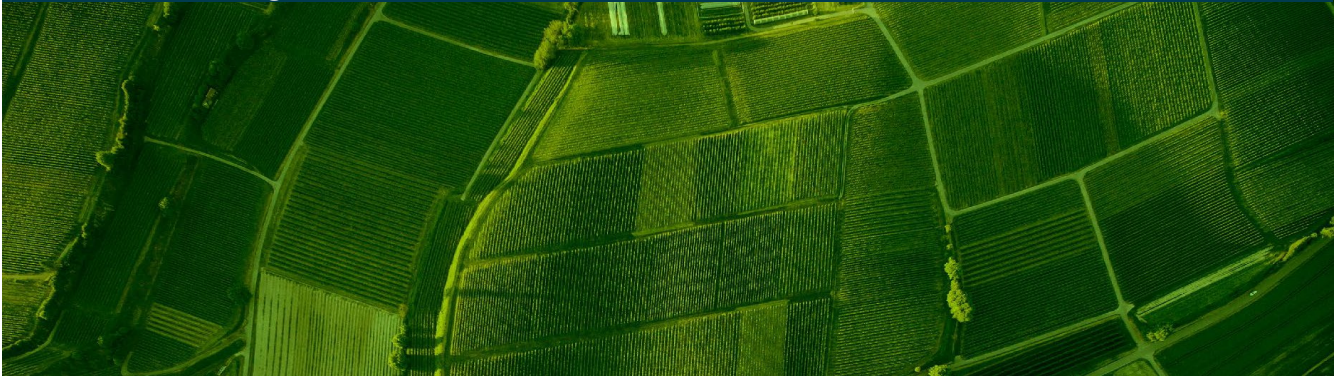


*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000852.*



## Practice Abstract No 9

### Sustainable Food Upcycling and Business Consulting: Zero Bullshit (a brand of ZBS Food UG (haftungsbeschränkt))

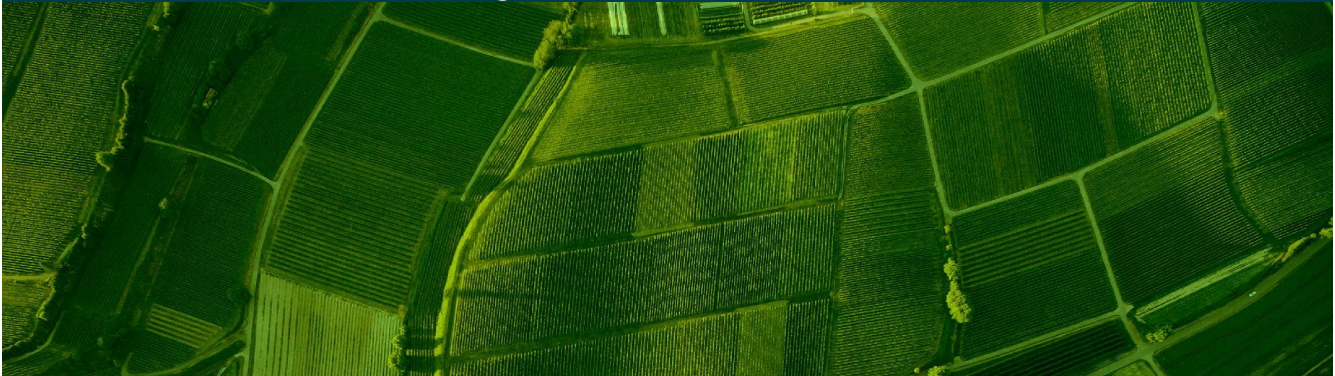


Description	Author(s)
<p>Zero Bullshit contributes to sustainability based on two pillars. First, the company offers a healthy and sustainable snack, the "Better Cracker", which consists of 30% upcycled raw materials. Both the pressing of sunflower and pumpkin seed oil produces pomace that can be reused in the production of the crackers and thus does not become a waste product. This in turn makes the crackers particularly rich in fiber and protein. Moreover, the Better Cracker is reduced in salt and contains no artificial additives. By that, Zero Bullshit shows how sustainable and healthy can fuel each other. Secondly, as another pillar, the company is currently expanding a consultancy service for other food start-ups and SMEs. The offer is mainly aimed at young start-ups but also SMEs that need food technology input but don't want to or cannot employ a food technologist full-time. This offer is characterized by a partnership with the Core Facility Hohenheim, whereby food &amp; feed analytics can also be offered. The company's approach is to save companies resources such as time, money, and personnel by offering solutions for a more sustainable use of side streams and raw materials. Another long-term goal is also to build a broad raw material and ingredient database to help companies compare and select raw materials specifically. This will reduce R&amp;D trials and save resources in the long run.</p>	<p>Melina Burkert <i>University of Hohenheim</i></p> <p><b>Stakeholders</b></p> <p>Consumers, Agri-food practitioners, start-ups</p> <p><b>Country/Region</b></p> <p>Germany</p> <p><b>Keywords</b></p> <p>Start-ups, sustainability, consulting, fiber</p>



## Practice Abstract No 9

### Nachhaltiges Lebensmittel-Upcycling und Unternehmensberatung: Zero Bullshit (eine Marke der ZBS Food UG (haftungsbeschränkt))



Description	Author(s)
<p>Das Unternehmen "Zero Bullshit" leistet basierend auf zwei Säulen einen Beitrag zur Nachhaltigkeit. Erstens bietet das Unternehmen einen gesunden und nachhaltigen Snack, den „Better Cracker“ an, der aus 30% upgecyclten Rohstoffen besteht. Sowohl beim Pressen von Sonnenblumen- als auch Kürbiskernöl entsteht Trester, der für die Herstellung der Cracker weiterverwendet werden kann und dadurch in der Wertschöpfungskette verbleibt. Die Cracker wiederum werden dadurch besonders ballaststoff- und proteinreich. Zudem ist der Better Cracker salzreduziert und kommt ohne künstliche Zusatzstoffe aus. Damit zeigt Zero Bullshit, wie sich Nachhaltigkeit und Gesundheit gegenseitig beflügeln können. Zweitens baut das Unternehmen als zweite Säule gerade eine Beratung anderer Food StartUps und KMUs aus. Das Angebot richtet sich vor allem an junge Startups aber auch KMUs, die lebensmitteltechnologischen Input benötigen, aber keine*n Lebensmitteltechnolog*in Vollzeit beschäftigen können/wollen. Dieses Angebot zeichnet sich durch eine Partnerschaft mit der Core Facility Hohenheim aus, wodurch auch Lebensmittel- und Futtermittel-Analytik angeboten werden kann. Der Ansatz des Unternehmens besteht darin, den Unternehmen Ressourcen wie Zeit, Geld und Personal zu sparen, indem es Lösungsansätze für einen nachhaltigeren Umgang mit anfallenden Sidestreams und Rohstoffen bietet. Ein weiteres langfristiges Ziel ist außerdem, eine umfangreiche Rohstoffdatenbank aufzubauen, um Unternehmen beim Vergleich und der Auswahl von geeigneten Rohstoffen zu unterstützen. Damit können langfristig R&amp;D-Versuche reduziert und Ressourcen gespart werden.</p>	<p>Melina Burkert <i>University of Hohenheim</i></p>
	<h4 data-bbox="1002 1153 1461 1209">Stakeholders</h4> <p>Consumers, Agri-food practitioners, start-ups</p>
	<h4 data-bbox="1002 1433 1461 1489">Country/Region</h4> <p>Germany</p>
	<h4 data-bbox="1002 1713 1461 1769">Keywords</h4> <p>Start-ups, sustainability, consulting, fiber</p>



## Additional Information (context, links, etc.)

<https://zbs-food.com/>

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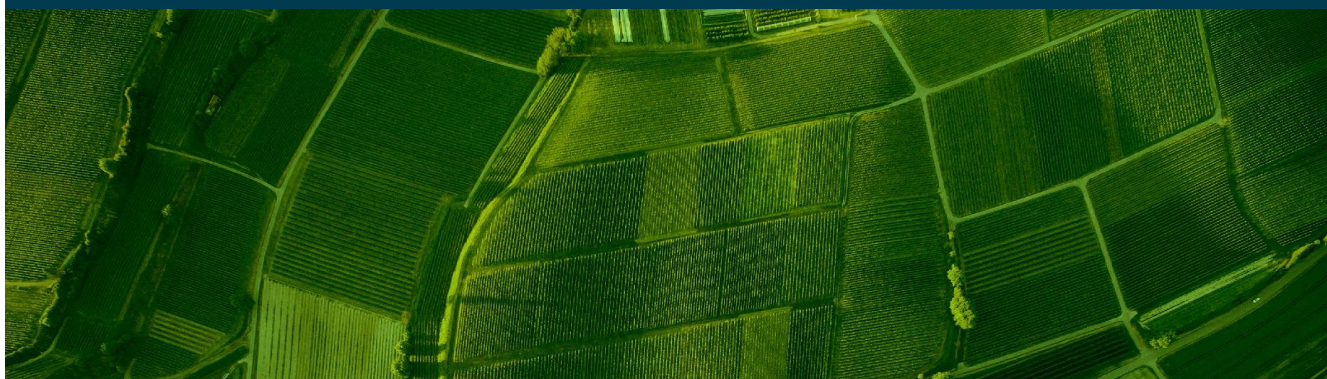
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## Practice Abstract No 10

### Ecology Zone – Circular Solution by Agrokruh

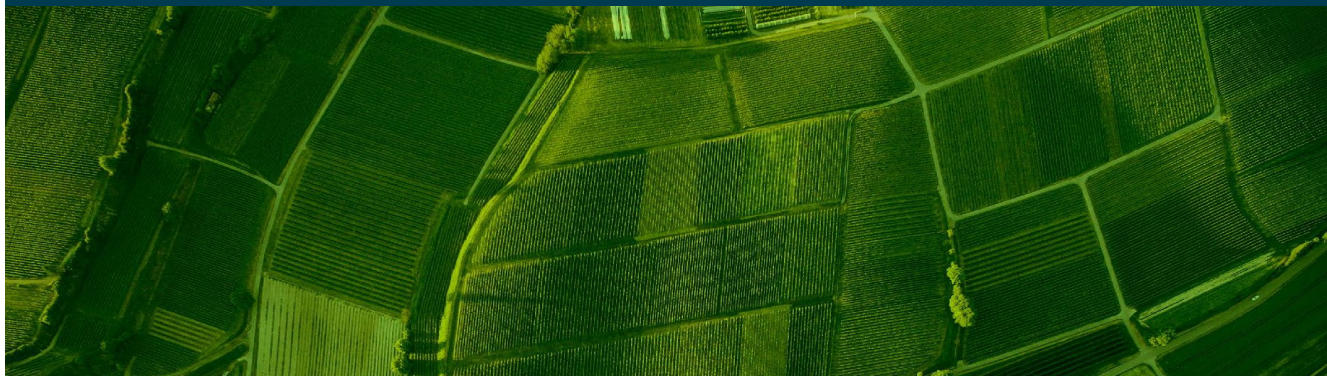


Description	Author(s)
<p>The concept of Ecology Zone by Agrokruh provides an innovative solution for organic farming to farmers and families with access to 2-3 ha of land. The concept includes a complete package of technology, know-how in a form of manual, business, and advisory services. Currently, Agrokruh is a cooperative with 8 members and 3 prototype farms, which after the certification process of the technology, will become the official supplier of it.</p> <p>The Ecology Zone concept is the following: the agricultural processes are done in 15 circles with an own central pillar, which holds the technology. The technology can be run by one farmer and since various types of agricultural tools can be attached to the hanger, which moves across the bridge, it covers the majority of agricultural processes. It is powered by an electric motor, that enables to reduce manual work by up to 70 %. The concept does not use conventional plowing or tillage tools; therefore, it supports rich soil life, both at microbiological and macrobiological levels. In addition, no artificial fertilizers or biocides are used in the cultivation process.</p> <p>Agrokruh developed its concept to provide a solution for soil revitalisation, cost reduction, water reduction, and potential for sustainable development of agriculture. Agrokruh is constantly developing further digital solutions, other modules – complex system for pre-cultivation, dispensing cart, value chain innovations – pick-up points for the fresh organic vegetables, and sustainable solutions – eco-house.</p>	<p>Katarína Blicklingová <i>Bioeconomy Cluster</i></p> <p><b>Stakeholders</b></p> <p>Farmers, Agri-practitioners</p> <p><b>Country/Region</b></p> <p>Slovakia</p> <p><b>Keywords</b></p> <p>Ecology Zone, Organic Farming, Soil Health</p>



## Practice Abstract No 10

## Ekologická zóna – Cirkulárne riešenie od Agrokruhu



## Description

Koncept Ekologická zóna od Agrokruhu poskytuje inovatívne riešenie ekologického poľnohospodárstva farmárom a rodinám s prístupom k 2-3 ha pôdy. Samotný koncept zahŕňa kompletný balík technológií, know-how vo forme manuálu, obchodné a poradenské služby. V súčasnosti je Agrokruh družstvo s 8 členmi a 3 prototypovými farmami, ktoré sa po procese certifikácie technológie stane jej oficiálnym dodávateľom.

Koncept je nasledovný: poľnohospodárske procesy prebiehajú v rámci 15 kruhov, ktoré obsahujú svoj centrálny stĺp, na ktorom je osadená technológia. Po agrotechnickom moste sa pohybuje záves náradia, na ktorý je možné pripevniť rôzne druhy poľnohospodárskych nástrojov, čím samotná technológia pokrýva prevažnú časť poľnohospodárskych procesov. To znamená, že k prevádzke technológie stačí iba jeden farmár. Technológia je poháňaná elektromotorom, ktorý umožňuje automatizáciu prác a znižuje manuálnu záťaž až o 70%. Koncept nevyužíva klasickú orbu, či obracanie pôdy, čím podporuje bohatý pôdny život na mikrobiologickej aj makrobiologickej úrovni. Okrem toho sa pri pestovaní nevyužívajú umelé hnojivá a biocídne prípravky.

Agrokruh vyvinul svoj koncept s cieľom poskytnúť riešenie pre revitalizáciu pôdy, zníženie nákladov, zníženie spotreby vody a potenciál pre trvalo udržateľný rozvoj poľnohospodárstva. Agrokruh neustále vyvíja digitálne riešenia, ďalšie moduly – komplexný systém pre predpestovanie, výdajný vozík, inovácie hodnotového reťazca – odberné miesta pre čerstvú biozeleninu, ako aj udržateľné riešenia – eko-dom.

## Author(s)

Katarína Blicklingová  
*Bioeconomy Cluster*

## Stakeholders

Farmers, Agri-practitioners

## Country/Region

Slovakia

## Keywords

Ecology Zone, Organic Farming,  
Soil Health

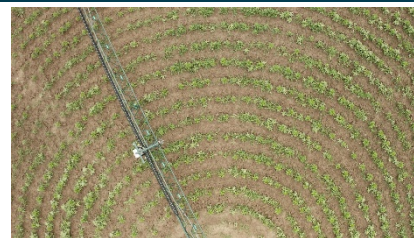


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## Additional Information (context, links, etc.)

<https://www.agrokruh.sk/>

## Pictures



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## Practice Abstract No 11

### Creating Value from imperfect food products by Espigoladors



#### Description

Espigoladors is a non-profit foundation working to reduce food waste and loss along the supply chain during or post-harvest, while empowering people at risk of social exclusion. This social enterprise started as a project in 2018 which shaped a new brand called “es imperfect®” (its imperfect) to add more value in terms of better use of food, with the intention to guarantee the right to a healthy diet and job opportunities for all. Their activities include gleaning imperfect food from farms with the help of volunteers and donating them to food banks, producing healthy canned products in a central kitchen, as well as holding seminars about food loss in different stages of the food chain, and participating in research projects. Their solution to food loss aligns with some of the SDGs including zero hunger, good health and wellbeing, decent work and economic growth, reduced inequalities, responsible consumption and production and climate action.

Espigoladors goes beyond food waste problems through:

- Providing job opportunities for vulnerable people
- Revitalizing the social tradition of gleaning activity as socio-labour insertion and innovation in food use and re-connecting consumers to farmers
- Giving more visibility to farmers, their position and hard work
- Providing fresh and healthy diets by donations to the food bank

To scale up its sustainability-oriented innovation, Espigoladors entered a strategic alliance with universities, research centers, NGOs, and farming cooperatives. Through this collaboration they can participate in research projects, connecting farmers to research. Moreover, their seminars give more visibility to their foundation resulting in more volunteers and awareness about imperfect canned products.

#### Author(s)

Jos Bijman  
*Wageningen University & Research*  
 Sepide Mehrabi  
*Universidad de Almería*

#### Stakeholders

Farmers, non-profit foundation, consumers, research, academia

#### Country/Region

Spain

#### Keywords

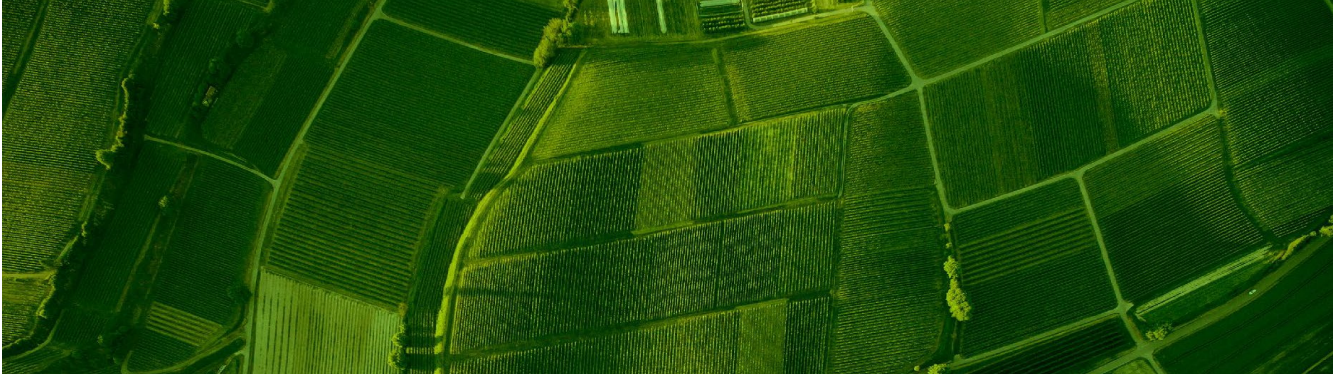
Food waste, social enterprise



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000852.*

## Practice Abstract No 11

### Creación de valor a partir de productos alimentarios imperfectos/feos por Espigoladors



Description	Author(s)
<p>Espigoladors es una fundación que trabaja para reducir el desperdicio y la pérdida de alimentos a lo largo de la cadena de suministro al tiempo que empodera a personas en riesgo de exclusión social. Esta empresa social inició su actividad en 2018 con un proyecto que dio forma a una nueva marca llamada "es im-perfect®" para añadir valor en términos de mejor uso de los alimentos, con la intención de garantizar el derecho a una dieta saludable y oportunidades de trabajo. Sus actividades incluyen la recogida de alimentos imperfectos (feos) en las granjas con la ayuda de voluntarios y su donación a los bancos de alimentos, la elaboración de productos saludables envasados en una cocina central, la celebración de seminarios sobre el desperdicio de alimentos en las distintas fases de la cadena alimentaria, y la participación en proyectos de investigación. Su solución a la pérdida de alimentos está en consonancia con algunos de los ODS. Ellos van más allá de los problemas de desperdicio de alimentos ya que:</p> <ul style="list-style-type: none"> <li>•Proporcionan oportunidades de trabajo a personas vulnerables</li> <li>•Revitalizan la tradición social de la actividad de espigar y conectan a los consumidores con la agricultura y la naturaleza</li> <li>•Dan más visibilidad a los agricultores, su posición y su trabajo</li> <li>•Mediante donaciones al banco de alimentos proporcionan una dieta fresca y saludable a personas vulnerables.</li> </ul> <p>También crean alianzas estratégicas con universidades, centros de investigación, ONG y cooperativas agrícolas. Así pueden participar en proyectos de investigación, conectando a los agricultores con las últimas tendencias innovadoras. Además, los seminarios le dan visibilidad a la fundación, lo que se traduce en más voluntarios y concienciación sobre el valor de las conservas imperfectas.</p>	<p>Jos Bijman <i>Wageningen University &amp; Research</i> Sepide Mehrabi <i>Universidad de Almería</i></p>
	<h3>Stakeholders</h3> <p>Farmers, non-profit foundation, consumers, research, academia</p>
	<h3>Country/Region</h3> <p>Spain</p>
	<h3>Keywords</h3> <p>Food waste, social enterprise</p>





## Additional Information (context, links, etc.)

<https://espigoladors.cat/en/>

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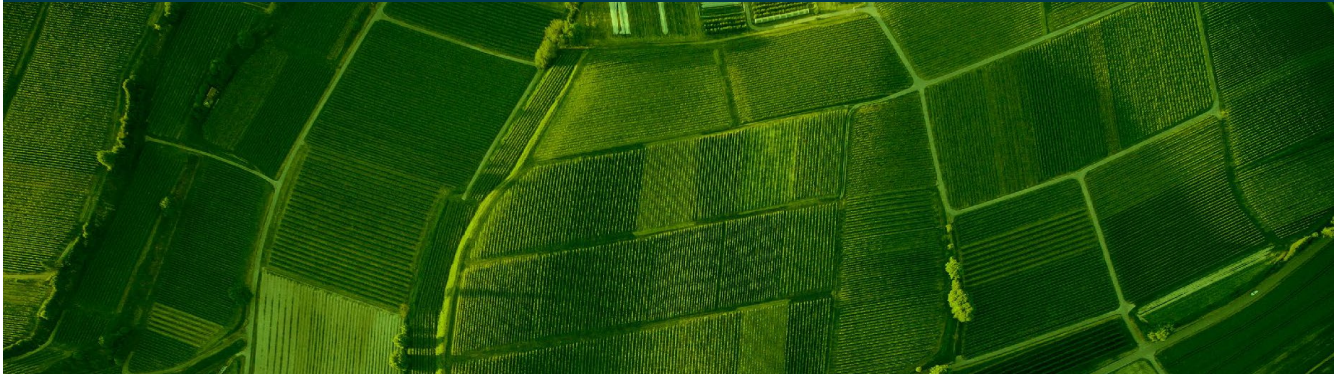
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## Practice Abstract No 12

### Social Enterprise Best Practice: The case of Robin Food



#### Description

Social enterprises are characterized by a high degree of hybridity: in the pursuit of social sustainability, they are required to be economically viable. This requires social enterprises to create sustainable bonds with their customers/users who would support their vision. Successful social enterprises are led by “green entrepreneurs” who can assimilate their own values into their enterprises’ business models. Robin Food is a social enterprise, initiated to fight food waste and enhance food security. One of the success factors of Robin Food is staying focused on accomplishing their ‘triple win mission’: a) impact on food waste, b) impact on companies and society by employing vulnerable in business and c) impact on healthy meals for children. Robin Food buys fruits and vegetables leftovers from farmers and transform them to longer shelf-life products like soup, sauce and juice. Robin Food’s success was influenced positively by its brand which created sustainable bonds with customers to foster closer stakeholders’ communication. Robin Food acts both as a social enterprise, and as a value chain orchestrator by connecting actors. Robin Food’s future plan is to dedicate 2% of their annual profit to boost similar social projects such as providing healthy meals to school kids. In the strategic partnerships Robin Food is establishing, they aim at value alignment among partners which is one of the most important success factors for partnership success. Robin Food critically evaluates its future collaboration opportunities based on their own mission and values. To successfully navigate through social values and being economically viable, Robin Food chooses to keep their product range simple so it can ensure impact for everyone.

#### Author(s)

Maral Mahdad  
Wageningen University & Research

#### Stakeholders

Start-ups, Agri-food practitioners, consumers

#### Country/Region

EU

#### Keywords

Food wastes, social enterprise, social innovation



## Additional Information (context, links, etc.)

<https://robin-foods.org/>

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