



# UGLY FRUITS NOT!

“Ugly” fruits and vegetables... NOT! An innovative educational program towards sustainable consumption and food waste reduction

project no. 2021-2-PL01-KA220-VET-000050880



## WHY DO WE WASTE SO MUCH FOOD?

### »»» MORE INFORMATION..



The World Health Organisation (WHO) estimates that around 1.3 billion tonnes of food is wasted annually, which is about one-third of total production. Here are some of the main reasons for this phenomenon:

1. Over Production:

- In many cases, food producers anticipate greater demand than actually occurs. Overproduction can lead to oversupply and waste when some products are not purchased.

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2. Quality and Appearance Standards:

- Consumers often expect food products to be of excellent quality and perfect appearance. Products with smaller defects may be rejected by both producers and consumers, leading to food waste.

3. Best before dates:

- Use-by dates are often misunderstood. Consumers may lack awareness that many products are still safe to eat after their use-by date.



# WHY DO PEOPLE NOT WANT TO BUY UGLY FRUIT AND VEGETABLES?

THERE ARE SEVERAL FACTORS THAT MAY INFLUENCE WHY PEOPLE OFTEN AVOID BUYING "UGLY" FRUITS AND VEGETABLES, I.E. THOSE WITH AN UNUSUAL SHAPE, SIZE OR EXTERNAL APPEARANCE:

## ➤➤➤ THE INFLUENCE OF SOCIAL MEDIA AND ADVERTISING

Society is highly exposed to idealized images of food on social media, where only perfect, beautiful fruits and vegetables are presented. This creates expectations about the appearance of products.

## ➤➤➤ LACK OF AWARENESS ABOUT TASTE QUALITY

Some consumers may simply not be aware that uglier fruits and vegetables are just as tasty, healthy and valuable as their more attractive counterparts.

## ➤➤➤ IGNORANCE OF THE PURPOSES OF NATURE'S SURPRISES

Customers may not realize that in nature, products often vary in shape and appearance. Expecting perfect fruit may result from a lack of knowledge of natural processes.



## STATISTICS:

- Food Waste at the European Union Scale: Around 88 million tonnes of food are wasted annually in the EU, which is around 173 kg per inhabitant.
- Wasting at the Household Level: Households are responsible for approximately 53% of total food waste.





# PROJECT PARTNERSHIP

## »»» COUNTRIES AND INSTITUTIONS

The project consortium consists of 8 partner institutions (three universities and five non-governmental organizations) from seven countries.



UNIWERSYTET  
PRZYRODNICZY  
WE WROCŁAWIU

**Wrocław University of Environmental and Life Sciences - Poland**



**Universität Paderborn - Germany**



UNIVERSIDADE  
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**Cofac Cooperativa de Formacao e Animação Cultural - Portugal**



**Stando LTD - Cyprus**



**Innovation Street - Greece**



**ARID Association - Poland**



**Inercia Digital SL - Spain**



**Pnevma LLC - Bulgaria**

## SOON...



- Making the e-learning course and manual available on the project website in the national languages of the project partners - February 2024
- Training - February 26 - March 1, 2024 in Krakow (Poland)
- Final meeting of partners - April 29-30 in Sofia (Bulgaria)

## NEED MORE INFORMATION?

Visit the UglyFruits NOT website  
<https://www.uglyfruitsnot-erasmusproject.upwr.edu.pl>  
/ follow our social media media.

Best regards, Project partners