

"Ugly,, fruits and veggies...NOT! –
An innovative educational program towards
sustainable consumption and food waste reduction

Project number: 2021-2-PL01-KA220-VET-000050880

UGLYFRUITS NOT!



The UglyFruits NOT! Project

The ERASMUS+ project UglyFruitsNOT! deals with the promotion of sustainability awareness and the conception, implementation and evaluation of training measures for vocational trainers with regard to consumer education issues with a view to reducing fruit and vegetable waste as part of sustainable production. For this purpose, awareness and information modules are implemented within a learning platform. UglyFruitsNOT! has a duration of 24 months, whereby the project language is English.

Regrettably, of the total amount of food produced globally for individual consumption, about a third of the world's edible fruits and vegetables are removed from the food supply chain, discarded and wasted annually (FAO, 2019; de Hooge et al., 2018, p. 698).

Unfortunately, consumers also tend to interpret the quality of fruit and vegetables based on their appearance. For example, if fruit is not the right size, shape or color, they tend to throw it away or not buy it. This creates a significant amount of waste, while the 'ugly' fruits and vegetables still have the same nutritional value. They taste the same, but are discarded due to their poor looks and abnormal appearance. The target group of the project are vocational trainers, teachers and trainers.

Still good to eat !



**Fruits and vegetables are ugly if they are not looking perfect.
They have often only minor deficits.**

Aim of the UglyFruits NOT! project

- The aim is to provide vocational trainers, teachers and trainers with sound skills to provide training courses for professionals in the food supply chain, with a content focus on the importance of reducing "ugly" fruit and vegetable waste in the context of sustainable consumption.
- Another goal is the implementation and evaluation of an UglyFruitsNOT! - Training program for vocational trainers.
- A focus is on supporting educational efforts in digital and creative learning and training through an e-learning platform and modules with digital interactive stories for the professional development of VET trainers
- The development of a curricular concept and a handbook for vocational trainers is also being implemented.
- It is important to assign vocational trainers a key role in order to contribute to the design of sustainable development values in the food supply chain and sustainable consumption among experts.



Infos:

[https://www.facebook.com/profile.php?id=100086017821759,](https://www.facebook.com/profile.php?id=100086017821759)

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