Recovery and Redistribution of surplus food through online platforms: FeedUP@UN

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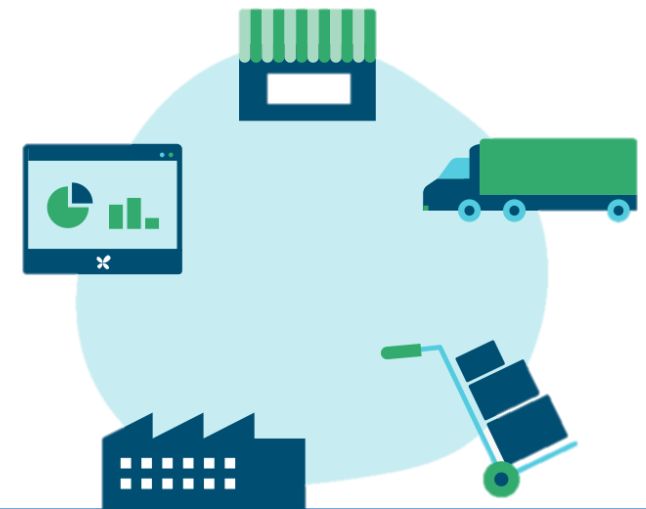
Situation

Matching food supply with demand and getting it to where it is needed most is a growing challenge. The COVID-19 pandemic further distorted food supply chains.

Challenge:

- Surplus (import, harvest), submarket prices
- Waste (lack of alternative buyers)
- Food insecurity and lack of food
- Food banks, charities need to distribute more to most affected groups

Solution:

1. **Trace, quantify and analyse FLW**
2. **Support distribution** through integration with on-line platforms to match demand and supply in alternative chains (commercial or charity)

Project proposal

Objective:

Implement with national partners in Europe and Central Asia online platforms that facilitate Recovery and Redistribution of 'surplus food'.

Action:

- *Mobilize partners.*
- *Evaluate existing online (commercial) market places for food products.*
- *Develop a regional support mechanism for national platforms.*
- *Introduce or expand existing platforms in countries.*
- *Develop the business model for national platforms.*

Proposed tool

Systematic tracing food loss Data generation

Food upcycling or Online Market- Distribution Places

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Innovative digital blockchain based solution to track, trace, record, monitor analyze and act on food lost or otherwise wasted.

**Project designed by UNECE
Started 2018
Roll-put in countries: to be funded**

Values

Market visibility

Recognize food 'HEROES' and 'CHAMPIONS'

Product Upcycle

A tool to measure and monitor the food lost and waste patterns

Provenance and supply chain analytics

Impact

Digitization

Platform Offerings

Blockchain-based traceability solution

Dashboards that provide insights on Food Loss, Waste, Quantities, Origin etc., and provide analytics on Supply Chain

An ecosystem comprises -small, medium scale growers, processing houses, certification bodies, and trading houses

Integrations with distribution and market platforms, food banks etc.

Bring invisible suppliers and buyers into the supply chain

Storyline creation with information and journey

A platform facilitates responsible consumption and production (Too much/Too Less)

Blockchain-based digital certifications to bring in trust and value creation

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- Data for better forecasting, planning policies and interventions at hotspots

- Quantify, track, monitor and report the food waste impact annually at all levels (incl. small-scale farmers)

- **Increased food security and sourcing of food donations – particularly in times of crisis and COVID**

- Integrated with centralized online marketplace reducing food loss/waste in full circularity

- Additional income possibilities and employment for women and youth

- Collaboration of governments, private sector, academia, NGO's, certification bodies, logistics and distribution players in a single platform

Thank you!

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http://feedup.unece.org

http://www.fao.org/save-food
https://dgroups.org/fao/savefood