Recovery and Redistribution of surplus food through online platforms

Robert van Otterdijk
Agro-Industry Officer, SAVE FOOD Initiative, FAO Regional Office for Europe and Central Asia
Matching food supply with demand and getting it to where it is needed most is a growing challenge. And then came the COVID-19 pandemic: Distorted food supply chains.

**Impact:**
- Harvesting, packaging, processing, logistics
- HoReCa sector - reduced demand (fresh produce)
- Labour and border closures (impact on food exports and imports)

**Result:**
- **Surplus situation** (import, harvest), submarket prices
- Waste (destruction of surplus food per lack of alternative buyers)
- **Food insecurity and lack of food**
- Food banks, charities need to distribute more to most affected groups

**Outlook into 2021:**
- Uncertain but prognostic not good
- Most affected: farmers, small businesses in food sectors, vulnerable groups
- High levels of food loss and waste
- Food security and environment impacted

Recovery and redistribution of surplus food through online platforms
Going forward or building more resilient supply chains

1. Trace, quantify and analyse this FLW

2. Support fast distribution through integration with on-line platforms to match demand and supply in alternative chains (commercial or charity)

Result:

• Handle immediate effects of pandemic on the food supply chains
• Rebuild resilience with robust, transparent, faster reacting distribution mechanisms
The product: UNECE’s FeedUP@UN approach

Focus – bringing invisible food to the surface via discovery and alternative flexible, fast reacting supply chains for food currently lost or wasted along the entire supply chain

Activating the business case/distribution case/ supply chain case for “invisible food”
FeedUP@UN blockchain supported: Food loss data generation to build back better

**FeedUP@UN**

- **Farmers, producers**
- **Distributor, buyer**
- **Packing stations, Processors**
- **Logistics (domestic and export)**
- **Wholesalers, importers, domestic**

**Systematic measurements and data generation, efficiency gains, planning and extension services tool**

**Food lost = Invisible/Surplus Food**

**GOVERNMENTS**
To plan interventions, policies to prevent and reduce losses and waste, limit environmental impact, ensure food security and improved extension services, support sustainable, circular food systems, SDG implementations
Recovery and redistribution of surplus food through online platforms

FeedUP@UN standalone or integrated into distribution and marketplaces B2B, B2G, B2C

Production, farmers → Distribution → Processing → Packing stations → Wholesalers, importers

Online Marketplaces/Distribution channels
Alternative supply chains, distributing surplus and invisible produce

Invisible/Surplus Food

Compost back to Farmer

Buyers
Processors, By-product Manufacturer
Hospitality
Shops
Government procurement, NGOs, Charities (DONATIONS)
Biomass – energy producers
Compost,
Industry, textile, vegan market segments
FeedUP@UN

- **Scalable and adaptable** for all countries

- **Local use first** – cross-border use later

- **Plug-ins for:**
  - **Existing systems** (e.g., traceability, certification)
  - **Foodbanks - charity**
  - **Biomass, compost solutions**
  - **Transport solutions**
  - **Water use, CO2 and resource efficiency measurement**

System of tracing FLW hotspots and enabling recovery and redistribution will cover both commercial supplying-buying, and supply to low-income food-insecure households and food distributions hubs.
FeedUP@UN

• Availability of data currently unavailable to governments and producers 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; improved traceable efficiency bringing trust and confidence
• Additional income possibilities and employment for women and youth
• Collaboration of governments, private sector, academia, innovation hubs, NGO’s, certification bodies, logistics and distribution players in a single platform

New alternative supply chains with more direct and new links for alternative use of food otherwise lost.
Project proposal

Objective: Implement with national partners in Europe and Central Asia online platforms that facilitate Recovery and Redistribution of ‘surplus food’.

Action:

0. Mobilize partners to support and implement this Action Plan.
1. Evaluate existing online (commercial) market places for food products.
2. Develop a regional support mechanism for national platforms.
3. Introduce and expand existing platforms in countries.
4. Develop the business model for national platforms.
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<tr>
<th>Activity</th>
<th>Input</th>
<th>Unit</th>
<th>Unit cost</th>
<th>Quantity 10 countries</th>
<th>Total cost</th>
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<td>1. Evaluate existing online (commercial) market places for food products.</td>
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<td></td>
<td>Mobilization of (volunteer) labour</td>
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<td>4. Develop the business model for national platforms.</td>
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Thank you!

Robert.VanOtterdijk@fao.org

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