BioBoost
Accelerating biobased horticulture

From Food Waste to Flavour Bombs

Crop	Miscellaneous -
Croppart	Fruit
Application area	Food & feed
Status	Commercial stage
Public availability	Semi-public
Relevant plant compounds	deformed fruits and vegetables

Description

How can we combat food waste and at the same time create something that makes people happy?
The Dutch brand ***Potverdorie!*** provides a surprisingly tasty answer to this question. They transform residual flows of vegetables and fruit into high-quality jams and chutneys that are not only sustainable, but also a joy to put on the table. With their colorful jars and strong message, they actively contribute to a sustainable food chain in which no good ingredient has to be lost.

The story behind Potverdorie!
Every year, a third of all food produced worldwide is wasted. In the Netherlands alone, this amounts to hundreds of millions of kilos. Such as peppers with a minor blemish, plums that are just a little too ripe or overproduction of apples. Products that do not meet the requirements of the supermarket, but that are fine in terms of taste and quality.

Potverdorie! was founded with a clear goal: to save these unused raw materials from the waste pile and transform them into something new and valuable. To achieve this, they work closely with local farmers, growers and food processors. By purchasing smartly and working flexibly, they can respond to seasonal surpluses and thus create a continuous flow of tasty products.

Craftsmanship, circularity and social impact
What makes *Potverdorie!* special is the combination of artisanal preparation, sustainable principles and social involvement. The products are produced locally, without unnecessary additives, and with a lot of attention to taste and quality. In addition, the brand works together with social workshops, where people with a distance to the labor market are involved in the production process. In this way, not only food gets a second chance, but also people.

More than just tasty
Potverdorie! products can be recognized by their colorful labels, original flavor combinations and catchy name. But behind that cheerful appearance is a serious message: good food does not belong in the trash. Each jar tells the story of rescued ingredients and the people who worked on them. This makes Potverdorie! not just a brand, but a movement towards a fairer and more sustainable food system.

From local surplus to national impact
Started as a small-scale initiative, it has now grown into a brand with national recognition. The products are available through sustainable stores, farmers markets, catering establishments and platforms that are committed to the circular economy. With this, Potverdorie! shows that circular food initiatives are not only desirable, but also feasible – and scalable.

Examples of end products

Spreads

Jam that can't be called jam because it contains too much fruit, 70% ripe picked Dutch fruit. So good, so sweet, there's no need for much sugar, we keep it as pure as possible. For example with raspberry, plum, blackberry, cherry or onion. But always in combination with a herb, that makes it damn it! so tasty.

Resources

https://www.potverdorie.nl/ Initiative website

Potverdorie! redt misvormd fruit: 'Met de smaak is niks mis' (Dutch) Publication

Points of sale (The Netherlands) Publication