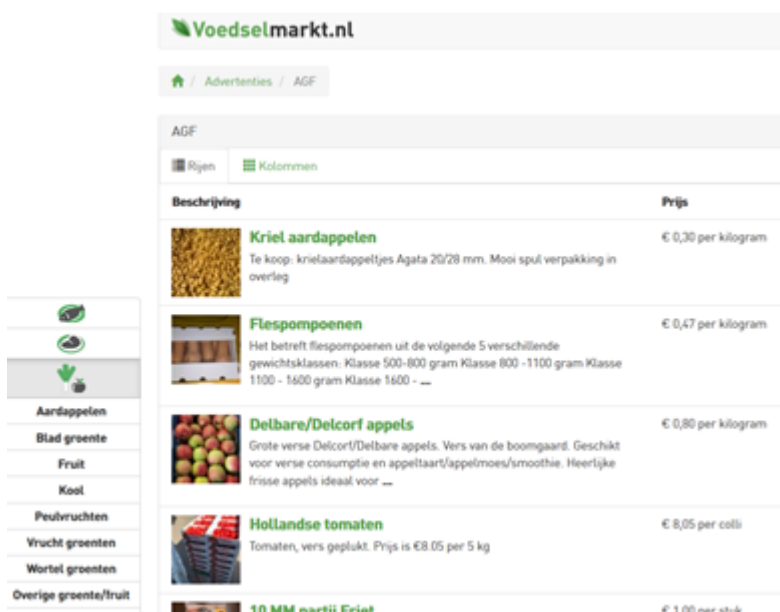


Online marketplace to reduce food waste

Description

The food chain creates a surplus of unsold products that are stored or impaired for various reasons. That costs the entrepreneur a lot of money. After all, the products are grown, transported, processed and packaged, which has cost raw materials, energy and manpower. "Voedselmarkt.nl" is an online marketplace that brings together supply and demand for these products. It creates new outlets for farmers, growers, wholesalers, restaurants and shops with the aim of reducing food waste. Every party deserves a good destination.

Voedselmarkt.nl provides a new interesting sale platform where companies can create an account and advertise their surplus products. People can also create an account and contribute to the reduction of food waste by bidding on the offered products.



The screenshot shows the Voedselmarkt.nl website interface. At the top, there is a navigation bar with the logo and a breadcrumb trail: 'Advertenties / AGF'. Below this, there are tabs for 'Rijen' and 'Kolommen'. The main content area is a table with two columns: 'Beschrijving' and 'Prijs'. The table lists several products:

Beschrijving	Prijs
Kriel aardappelen Te koop: knieaardappeltjes Agata 20/28 mm. Mooi spul verpakking in overleg	€ 0,30 per kilogram
Flespompoenen Het betreft flespompoenen uit de volgende 5 verschillende gewichtsklassen: Klasse 500-800 gram Klasse 800 - 1100 gram Klasse 1100 - 1600 gram Klasse 1600 - ...	€ 0,47 per kilogram
Delbare/Delcorf appels Grote verse Delcorf/Delbare appels. Vers van de boomgaard. Geschikt voor verse consumptie en appeltaart/appelmoes/smoothie. Heerlijke frisse appels ideaal voor ...	€ 0,80 per kilogram
Hollandse tomaten Tomaten, vers geplukt. Prijs is €8.05 per 5 kg	€ 8,05 per colli
10 MM wortel Eriat	€ 1,00 naar stude

On the left side of the screenshot, there is a vertical navigation menu with icons and labels for different product categories: Aardappelen, Blad groente, Fruit, Kool, Peulvruchten, Vrucht groenten, Wortel groenten, and Overige groente/fruit.

Crop

Miscellaneous

Application area

Food & feed

Status

Commercial stage

Pros and cons

- + Circular economy
- + Upgrading of residual flows
- + Reduction of food waste
- + Spread awareness of the food waste issue

Resources

<https://www.voedselmarkt.nl/> Initiative website
