

Semi-finished products from fruit residuals



Crop

Miscellaneous

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Croppart

Fruit

Application area

Food & feed

Status

Scale-up stage

Public availability

Non-public

Relevant plant compounds

Fruit

Description

In 2024, **HALF-BAKED** was founded in the [Robin Food Hub](#) in Barendrecht — an initiative by [Fruitful Ventures](#) (formerly Olympic Food Group) and the [Sustainable Brewing Foundation](#). This innovative hub transforms leftover streams of fruits, vegetables, and herbs into semi-finished products like juice, purée, and pulp. What remains is turned into compost, which is used for nature-inclusive farming at the [Buijtenland van Rhoon](#) farm.

HALF-BAKED was born out of a desire to combat food waste. Globally, a third of all food is lost or wasted. By upcycling surplus produce into new products, HALF-BAKED contributes to a circular economy.

The company has set ambitious goals: in its first year, it aims to give 500 tons of food a second life, and by 2026, it plans to process 10,000 tons of food waste annually. Current pilot production runs handle between 500 to 1,000 kilograms per day, with the long-term ambition of scaling up to 6 to 8 tons per day.

HALF-BAKED collaborates with partners like [craft brewery Vet & Lazy](#), which uses HALF-BAKED's mandarin juice in its radler beers. The company is also part of the 'Preventing Food Waste' Field Lab by [Greenport West-Holland](#).

Through these initiatives, HALF-BAKED proves that economic value and ecological responsibility can go hand in hand — an inspiring example of how food waste can be transformed into something truly valuable.

Pros and cons

-  Preventing food waste
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Resources

<https://fruitful-ventures.com/en/our-company/half-baked/> Initiative website

[Half-Baked bij Fieldlab voorkomen voedselverspilling](#) Publication