

Project ID	40
Focus / Field	Industry (agriculture)
Country / Region Implemented	Spain
Name of Project / Activity	Flaw4Life
Project / Activity URL (if any)	http://www.flaw4life.com/en
Target Location	Spain
Purpose of Project / Activity	<p>FLAW4LIFE is a project against food waste due to appearance that simultaneously promotes responsible, local and sustainable consumption.</p> <p>It aimed to:</p> <ul style="list-style-type: none"> - Change food consumption habits and create an alternative market for 'ugly' (or less than perfect-looking) fruit and vegetables - Bring about the equal marketing of all quality fruit and vegetables regardless of their size, color and shape
Target of Project / Activity	FLAW4LIFE emerges fully aligned with the European Parliament call on the Member States to encourage and support initiatives geared to stimulating sustainable small- and medium-scale production linked to local and regional markets and consumption.
Project / Activity Contents	Fruits and vegetables grow in different sizes, shapes and colors. However, the market criteria for the perfect products results in a waste of about 30% of farmers' production in Europe.
Name of Implementing Organization	Fruit Feia
Organization URL	https://frutafeia.pt/en
Location of Head Office (City, Country)	Spain
Category (Public / Private / NPO)	NPO/NGO
Annual Budget	N/A
Source of Funds	Donation/Grants
Base of Activity	Spain
Number of Staff (paid)	3
Number of Volunteers	12

The above information is current as of September 2022.