

CORENET Good SFSC Practice No 12:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	Fruta Feia Cooperative
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	Fruta Feia's strategy is based on creating an alternative market for fruits and vegetables that don't meet aesthetic or other industry standards, tackling food waste
b Distribution and logistics:	Fruta Feia operates with a simple and efficient logistics system, based on 16 fixed urban distribution points where consumers collect their weekly baskets. Products are collected directly from producers and transported to these points using optimized routes, reducing both costs and emissions. Logistics are managed internally, ensuring quality control, punctuality, and close contact with consumers.
c Regulatory compliance:	Fruta Feia ensures compliance with all legal and sanitary regulations relevant to the food and cooperative sectors. The cooperative keeps track of legislative updates and works with external consultants in areas such as finance and communications to guarantee transparency, food safety, and tax compliance. It also promotes internal knowledge sharing to keep the team informed and aligned with legal obligations.
d Better partnering:	
e Technology:	Fruta Feia uses technology as a key tool for management and communication. Consumer registration and management are handled through a custom online platform that organizes orders, payments, and pick-ups. Technology also supports logistics, performance monitoring, and data transparency, ensuring efficiency and scalability.
f Production & processing:	Fruta Feia partners with local producers who follow sustainable farming practices, focusing on products that would otherwise be discarded for non-compliance with sector standards or disposal of excess production. There is no industrial processing involved: the produce is delivered fresh and in its natural state, directly from the fields to consumers. This model emphasizes primary production and eliminates unnecessary processing steps, preserving food quality and freshness.
g Packaging:	Fruta Feia adopts sustainable packaging practices, using recyclable or biodegradable materials whenever possible. Fruits and vegetables are delivered in minimal packaging to reduce waste, focusing on product preservation without compromising freshness. The cooperative also encourages the use of reusable packaging by consumers, promoting a reduction in disposable plastic use.
h Branding and marketing:	Its marketing strategy relies on digital communication, using the online platform, social media, and educational campaigns to raise awareness among consumers about responsible consumption. The cooperative also organizes events and partnerships to strengthen its brand identity and customer loyalty.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The website informs regularly data about the production, the consumers, and environmental impacts. Also the cooperative have an obligation to share formal reports (annual) with the members. Internal staff provide support to farmers regarding the implementation of SFSC to sell local products in "Ugly Fruit Baskets" directly to final consumer. And provide support to consumers to make the registration to be a responsible consumer buying an "Ugly Fruit Basket".
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	
Short summary for practitioners <u>in English</u> on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	Fruta Feia is a cooperative founded in Lisbon in 2013, connecting 375 local producers with 9,136 consumers through a weekly subscription basket system. The cooperative's mission is to reduce food waste and promote fair pricing by rescuing fruits and vegetables that would otherwise be discarded for non-compliance with sector standards or disposal of excess production. It operates within a short food supply chain model, offering consumers access to fresh produce at competitive prices while supporting local farmers. Revenue is generated through basket sales, and costs include staff salaries, transportation, and system maintenance. The cooperative has avoided 4,524 tonnes of food waste, saved 5,141 tonnes of CO ₂ emissions, and conserved 6.3 million m ³ of water. Fruta Feia ensures regulatory compliance, operates with minimal packaging, and promotes sustainable practices. It fosters strong partnerships with local producers and external advisors, leveraging both internal and external expertise to ensure continued growth and impact. The cooperative's brand and marketing strategies focus on sustainability, education, and raising consumer awareness about responsible consumption. Through participation in networks like CORENET, Fruta Feia shares knowledge and best practices with other similar initiatives across Europe.

	Main results/outcomes of the activity (expected or final)
	The Fruta Feia model provides an example of the type of advisory services but also of the technical, quality and governance support that is needed to build a strong and organized short food supply chain system.
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?
	Further information/references:
Actors, stakeholders	1 cooperative, 375 Producers, 9136 consumers
Region, Country	Lisbon and Porto city, Portugal
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

Short title in <u>native language</u>	Cooperativa Fruta Feia
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Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	A Fruta Feia é uma cooperativa fundada em Lisboa em 2013, que conecta 375 produtores locais a 9.136 consumidores através de um sistema de cabazes semanais por subscrição. A missão da cooperativa é reduzir o desperdício alimentar e promover preços justos, resgatando frutas e legumes que não atendem aos padrões requeridos pela indústria ou que se encontram em períodos de excesso de produção. Opera dentro de um modelo de cadeia curta de abastecimento alimentar, oferecendo aos consumidores acesso a produtos frescos a preços competitivos, ao mesmo tempo que apoia os agricultores locais. A receita é gerada através da venda de cabazes, e os custos incluem salários da equipa, transporte e manutenção do sistema. A cooperativa evitou 4.524 toneladas de desperdício alimentar, economizou 5.141 toneladas de emissões de CO ₂ e conservou 6,3 milhões de m ³ de água. A Fruta Feia assegura conformidade regulatória, opera com embalagens mínimas e promove práticas sustentáveis. Estabelece parcerias fortes com produtores locais e consultores externos, aproveitando tanto a expertise interna quanto externa para garantir crescimento e impacto contínuos. As estratégias de marca e marketing da cooperativa focam-se na sustentabilidade, educação e sensibilização dos consumidores sobre o consumo responsável. Através da participação em redes como a CORENET, a Fruta Feia partilha conhecimento e boas práticas com outras iniciativas semelhantes em toda a Europa.
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