

Plateful

Forging a more sustainable connection between producer and plate



“ Plateful is a new and important player contributing to reducing food waste in Norway. Selling and distributing food that would otherwise go to waste is an excellent example of how good resource utilization benefits society both financially and environmentally. ”

Anne-Grete Haugen, Matvett

About Plateful

Plateful¹ is a wholesaler forging a more sustainable connection between producer and plate. Working on the industry level of the food value chain, Plateful helps producers, wholesalers and customers connect to make more sustainable food choices.

plateful.no

Key information

Founded: 2017

CEO: Lars Kristian Leder

HQ: Moss, Norway

Impact theme: Sustainable food systems

Industry: Food value chain

Impact potential

5/5 | Impact-generating

SDG targets contribution



Net impact score

+66 % | +82 %²

1. Formerly VERDiMAT

2. Applying Norselab custom value set mapped to SDGs

Plateful

Sustainability challenges

The food gap

Despite a global commitment to eliminate hunger by 2030, one-tenth of the global population is estimated to be undernourished to date. Yet, producers are forced to throw away edible food for several reasons, including production flaws, over-ordering in the value chain, limited shelf-life and seasonal changes. As a result, a third of available food does not make it to people's plates from fields, farms, seas, or factories.

Food waste impacts

Food loss and waste contribute to three billion tons of greenhouse gas emissions annually. The environmental impacts extend beyond emissions and include inefficient use of fertilizers, water, energy and land.

Theory of change

By ensuring that more food finds its way to people's plates, Plateful aims to change a malfunctioning food system and have a positive impact. Plateful's platform allows suppliers of well-known food items to sell redundant volumes on the marketplace. Customers, typically chefs working in canteens, restaurants, hotels, or institutional kitchens, can choose from a large selection of high-quality products at competitive prices, forging a more sustainable connection between producer and plate.



Target 9.4



Target 12.3

2 560

Tons in surplus goods saved