

# Plateful

## A more sustainable connection between producer and plate

Impact potential

5/5 | Impact-generating

Net impact ratio

66% | Net impact mapped to SDGs <sup>1</sup>

Plateful was established in 2018. Plateful aims to reduce food loss at the industry level of the food value chain. Plateful sells quality products that established distribution channels are not able to sell within their defined industry frameworks.

[plateful.no](https://plateful.no)

### The problem

Producers 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 loss and waste also contribute to greenhouse gas emissions and inefficient use of land, water, energy, and fertilizers.

### The solution

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.



Industry, innovation & infrastructure

Target 9.4

Plateful contributes to the sustainable retrofitting of the food industry by connecting demand and offer throughout the value chain and helps redefine industry standards for food items to maximize the use of available food resources.



Responsible consumption & production

Target 12.3

Plateful contributes to reducing food waste by transforming and redistributing edible food resources that would otherwise go to waste.

Impact contribution

1 242 mt

2 560 in 2021

1 242 tons surplus food products saved through the Plateful platform.



1. Using data from the Upright Project applying Norselab's custom value mapped to the SDGs. 52% with Upright's default value set.