



# Fruca Marketing, S.L.

Balsapintada (Murcia) Spain

Food Waste Inventory – 1<sup>st</sup> January 2019 to 31<sup>st</sup> December 2019



# About Fruca Marketing, S.L.

**FRUCA has a strong presence and a great prestige in the European fruit and vegetable market. Fruca Marketing as an EMAs company is committed to working sustainably and responsibly to support the environment and society that it functions within.**

The first company of the group was founded by the Canovas family in 1973, who still own and manage the group businesses.

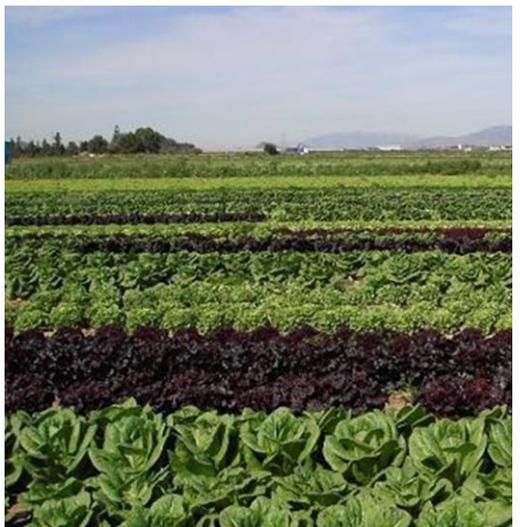
The group started production and sales of lemons in Beniajan with FRUCA, S.A. The next step was the production of lettuces and melons in the mid 80's with FRUCA Marketing and S.A.T 9821 Grupo CFM. The last product incorporated to the group was capsicums, which are produced in Cartagena and in Morocco (Douna Export, S.A.).

The companies of the group control all processes: from seeds, to cultivation, to exporting to European countries.

Currently, FRUCA Marketing, S.L. is working in 6 categories of fresh produce: lettuces, endives, melons, watermelons, capsicums, and citrus.

FRUCA Marketing is committed to reduce environmental impact, including taking special care of the farms that are areas of environmental or ecological interest.

**We are a business that is committed to produce 0% food waste in our packhouses.**



# What we are doing to tackle food waste

Firstly, before starting the seasons, planting and harvesting programs are adjusted to those foreseen according to the demand estimates collected from our customers.

Throughout the season we have weekly meetings to review the quality and the average volumes available for harvest the following week. We compare them to our customer's demand and adjust the quantities that will be collected.

During harvest, any product that is not suitable to be sold as intended is left on the farm and used as green manure. This is beneficial for our land and reduces waste at packhouse level.

At present, all products that are excess to demand or not of suitable quality at the packing house can be redirected to animal feed. At certain points in the year, this accounts for almost 10% of the total food that we handle, depending on the time of the season and whether there has been any variability in demand.

We also donated 1 tonne of food surplus to the local community in 2019.



Total food handled  
**175,284**  
tonnes

Waste as a % of food handled

**0%**



Overall food waste

**0** tonnes

## Food waste data commentary

- The assessment by Fruca Marketing was done from 1<sup>st</sup> January 2019 – 31<sup>st</sup> December 2019 for our only two packhouses that are located in Murcia, Spain.
- In 2019, we handled 175,284 tonnes of food. Of this, 164,001 tonnes were exported.
- The remaining 11,283 tonnes were not of a suitable quality to export. 11,282 tonnes of this was redirected for animal feed (6% of our total food handled), and 1 tonne was redistributed to the local community (<1% of our total food handled).
- Because we can redistribute all of our surplus food to feed either people or animals, this means we have 0 tonnes of food waste from our pack houses (0% of our total food handled).
- Our food surplus is usually generated as a result of production that is excess to demand and bad weather conditions that mean our products do not grow to a suitable quality. We are looking to reduce our food surplus and are interested in finding secondary markets for our products that are not suitable to be sold as intended.
- We are aware that some waste may be present in our primary production that has not been accounted for in this report. Next year, we have committed to extend the scope of our food waste reporting to include our on-farm operations.