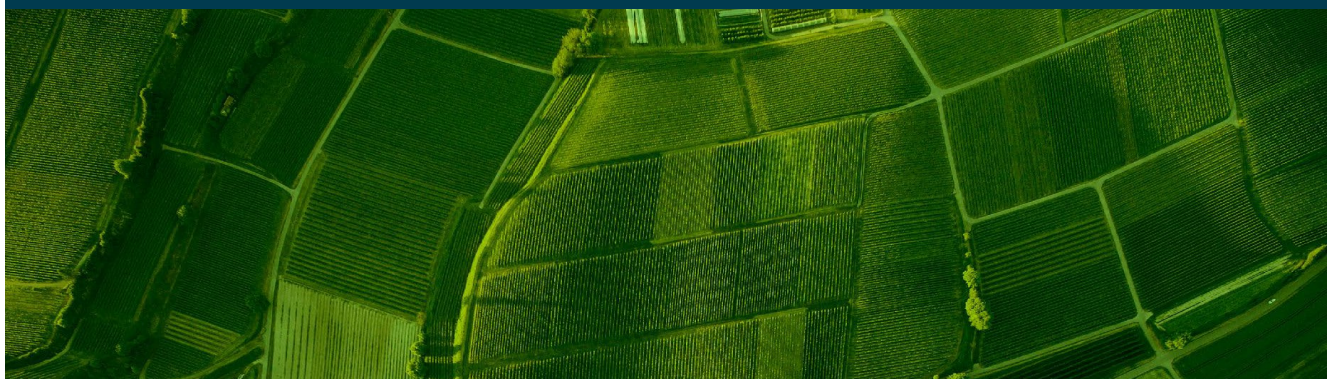


Practice Abstract No 26

Unica Group innovates for healthier food and zero waste



Description

Unica Group, a second tier cooperative in Almería, southern Spain, has created alternative supply chains through online E-commerce to avoid waste of fresh fruits and vegetable. They created high quality, fresh fruit and vegetable Healthy Boxes which can be delivered directly to the final consumer's home. The contents of the Healthy Boxes vary each week depending on the excess of production not able to be sold in the main supply chain. Contents also depend on seasonality, sometimes including new, less-known varieties.

Orders are collected the week previous to delivery and the local cooperatives ship their extra production to a central cooperative which acts as the logistics hub. The boxes are packed in the hub cooperative and sent out for distribution locally and nationally through a logistics operator.

Sustainability is paramount, cardboard boxes and only compostable packing is used, the logistics provider provides 100% carbon offsets, etc. Yet Unica's new innovation goes further with the introduction of a ZERO Waste F&V Box. Any product left over from the supplies sent for Healthy Boxes are packaged in ZERO Waste F&V Boxes and sold a deep discount, providing home service fresh fruit and vegetables at inclusive and affordable prices.

Author(s)

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Stakeholders

Farmers, Consumers,
Logistics, Cooperatives

Country/Region

Spain/Almería

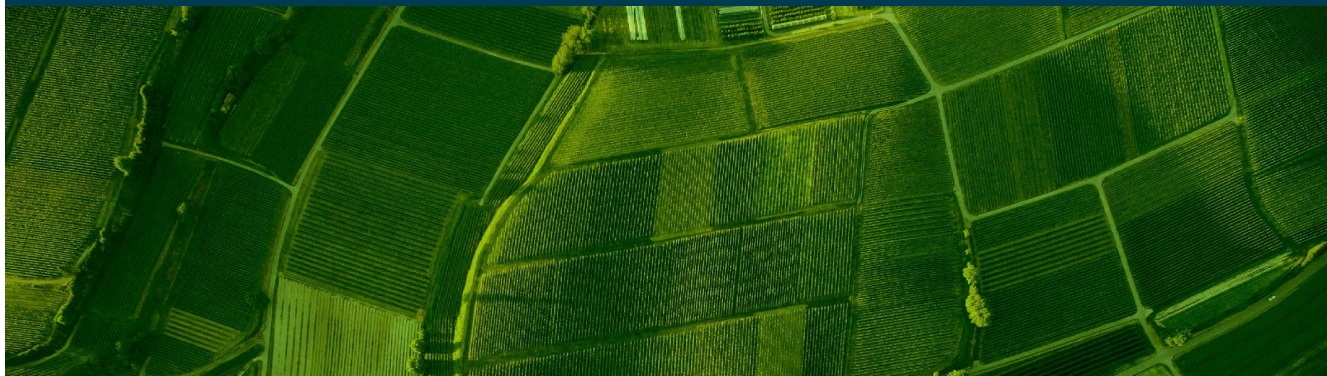
Keywords

Zero Waste, Sustainable
Innovation, Agri-food
Supply Chain



Practice Abstract No 26

Unica Group innovates for healthier food and zero waste



Description

Unica Group, una cooperativa de segundo grado de Almería en el sur de España, ha desarrollado cadenas de suministro alternativas a través del comercio electrónico en línea para evitar el desperdicio de frutas y verduras frescas. Han creado Cajas Saludables de fruta y verdura fresca de alta calidad, que puede entregarse directamente en el domicilio del consumidor final. El contenido de las Cajas Saludables varía cada semana en función del exceso de producción que no pueda venderse en la cadena de suministro principal. El contenido también depende de la estacionalidad, y en ocasiones incluye nuevas variedades menos conocidas.

Los pedidos se recogen la semana anterior a la entrega y las cooperativas locales envían su producción extra a una cooperativa central que actúa como centro logístico. Las cajas se empaquetan en la cooperativa central y se envían para su distribución local y nacional a través de un operador logístico.

La sostenibilidad es primordial, se utilizan cajas de cartón y sólo embalajes compostables, el proveedor logístico proporciona el 100% de las compensaciones de carbono, etc. Sin embargo, la nueva innovación de Unica va más allá con la introducción de una caja de F&V de residuo CERO. Cualquier producto sobrante de los suministros enviados para las Cajas Saludables se envasa en cajas F&V Residuo CERO y se vende con un gran descuento, proporcionando al servicio a domicilio fruta y verdura fresca a precios inclusivos y asequibles.

Author(s)

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Stakeholders

Agricultores, Consumidores
Logística, Cooperativas

Country/Region

Agricultores, Consumidores,
Logística, Cooperativas

Keywords

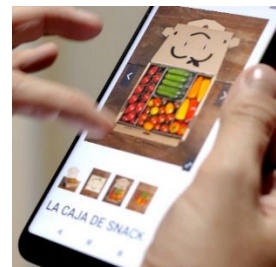
Residuo Cero, Innovación
Sostenible, Cadena de
Suministro
Agroalimentaria



Additional Information (context, links, etc.)

www.lacajasaludable.es
<https://unicagroup.es/>

Pictures



About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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