

# High Potential Initiatives Profiles

## 1. Accelerator

Finish



## 2. Project and Organization

SUR+

Less or more web solutions



### 2.1 Country

The Netherlands

### 2.2 Project Abstract

The SUR+ web application helps fruit and vegetable producers report surplus stock to local and regional food banks. It also provides insights into food waste in the agricultural sector, creating opportunities to predict and reduce food wastage. It encourages growers, farmers, producers and supermarkets to provide food surpluses on a voluntary to food banks.

The objective of the SUR+ platform is to increase the amount of surplus food donated to food banks and improve the quantity and quality of available healthy food packages they can provide.

SUR+ offers farmers an efficient and meaningful opportunity to assist in reducing food poverty by contributing surplus food and at the same time improving the local image and reputation of their farm.

The latest addition to the SUR+ project is a connection to high-class restaurants who are eager to cook with special surplus projects, since these fruits and vegetables are rare in shape, size and/or colour.

### 2.3 Sector

Agriculture, Forestry and Fishing

### 2.4 Target Market

B2B

### 2.5 Business Model

Customer analysis model



## SUR+ FIWARE Short Profile

April 2016

The SUR+ applications facilitate the connections between fruit and vegetable farmers, local food banks and local restaurants. The application for farmers makes it easy and quick to report surplus products and therewith send a notification to local food banks and local restaurants. The application for food banks makes it easy to stay up to date with available surplus products in the region and allows volunteers of the food banks to immediately respond to surplus notifications. In the latest addition, a connection with restaurants is set up. The application for restaurants will allow them to order surplus fruits and vegetables that are unique in shape, size and/or colour. The applications have an active push and pull system, to ensure quick collaboration between supply and demand side of surplus products. The connection with restaurants also creates our competitive advantage: farmers can be paid a fair price for fruits and vegetables that are perfectly edible but don't end up in the supermarkets.

Operating revenues will be secured through a variety of mechanisms. While the current focus is primarily on securing grants during this pilot phase, over time other funding mechanisms will include securing sponsorship from organisations involved in the agricultural supply chain. With the latest addition in mind, Less or more web solutions is working towards a business model in which restaurants will be paying for the SUR+ service: a monthly fee for usage of the application and a margin of the surplus products ordered through the SUR+ platform.

A strong and trustworthy collaboration between supply and demand of surplus fruits and vegetables is essential in order to use the products before they expire. Therefore, Less or more web solutions believes that a bottom-up growth of farmers, food banks and restaurants using SUR+ is important. The food banks and farmers that currently connected to SUR+ have been acquired through personal direct contact. Early adopters have to be motivated and interested to work with Less or more web solutions in this start-up phase.

To date the applications have been tested with around 10 food banks and 50 farmers.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

## 2.6 Website

[www.surplusproject.nl](http://www.surplusproject.nl)