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## Press Release

### **#GrowNoThrown - Copa and Cogeca launch a new digital portal to reiterate farming sector's commitment to fight against food losses and waste**

Those that are aware of the time, resource and effort it takes to grow food don't want to see it wasted. With the start of the COP24 this week, EU farmers and cooperatives organisations decided to launch a new web portal to share best practices and concrete projects on food losses and waste reduction taking place all across the EU.

Concrete success stories are often more inspirational than speeches when it comes to food waste. This is why, the new initiative launched by Copa and Cogeca today, is mostly focused on sharing best case practices but also calling on all the European farming community to share their daily commitment to limit food waste and losses under a common hashtag : #GrowNoThrown.

The prevention and reduction of food losses and food waste is a global priority that will contribute to ensure a sustainable future. Copa and Cogeca believe that the establishment of the EU Platform on Food Losses and Food Waste by the EU Commission has been a very positive initiative enabling an exchange of best practices and support for actions and discussions between the different actors involved. Giving the EU agricultural sector a sharper focus on the circular economy represents a great opportunity, one that the whole sector is strongly committed to.

During the launch European Health & Food Safety Commissioner Vytenis Andriukaitis underlined: *"The current food waste situation in the EU is unsustainable. The launch of the new Copa and Cogeca portal today serves as a timely reminder of this and of our common commitment to reach the goal of halving food waste and reducing food losses in production and supply chains by 2030. Farmers have an important role to play so I am pleased to see this kind of initiatives from the European farming sector. I count them among my strong allies fighting food loss and waste."*

Pekka Pesonen, Copa-Cogeca Secretary General added: *"In their day-to-day business, EU farmers and their cooperatives are involved in many initiatives that aim to prevent and reduce food losses and food waste. These encompass innovative cooperation, renewed food education, targeted awareness campaign, public-private partnerships, new biobased businesses, modern agricultural techniques that all contribute help to create and scale-up new ideas. It is now time to delve into these existing initiatives, to promote them and to inspire more actors to join in."*

- ENDS -

You can visit the platform and read its related brochure at <http://grownotthrown.eu> and you can submit your initiative for fighting food waste via this link: <https://form.jotformeu.com/83324576649367>

Translations (in French, Italian, Spanish, German, Polish) will be soon available [www.copa-cogeca.eu](http://www.copa-cogeca.eu)

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