



Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste

LOWINFOOD

PRACTICE ABSTRACT No: 7

Bringing raw materials to the right place with LEROMA

LEROMA aims to revolutionize the procurement process in the food industry.

Digital, efficient, and simple: this is what today's industry processes should look like. Especially in the B2B (business-to-business) sector, the exchange between external parties should be made less complicated. In the food industry, food manufacturers often spend weeks looking for raw materials for their products that meet the required quality standards, while raw material suppliers search for buyers for their goods.

LEROMA, a startup from Düsseldorf, provides both manufacturers and suppliers with a digital B2B platform with the aim of simplifying the procurement process at the beginning of the value chain. Raw material suppliers can advertise their products on the platform, contributing to a constantly growing global database. This is available to food manufacturers and other industries free of charge and can even be filtered according to product-specific criteria - the platform's unique selling point. In this way, manufacturers can find the ideal raw material with just a few clicks and avoid a time-consuming search.

Manufacturers can also buy and sell raw materials at favourable prices on the Surplus Exchange, a digital marketplace for leftover materials, residual items, and surpluses, to save money and reduce food waste. At the beginning of the value chain, where LEROMA operates, a large proportion of food waste is generated. Reasons for this include the fact that too much or the wrong amount was purchased due to high minimum purchase quantities, that raw materials were supplied with unsuitable technical criteria, or that a customer dropped out at short notice.

If raw materials can no longer be processed in one's own company, it makes sense to offer them to companies in the food industry on the surplus exchange. Buyers save money, avoid long waiting times and bypass high minimum purchase quantities. This allows them to respond flexibly to short-term customer requests or trends.

LEROMA aims to raise awareness of the potential of these raw materials, which can still be used within and outside the food industry, and to encourage various industries to make greater use of raw materials that are already available, thus contributing to a sustainable circular economy.

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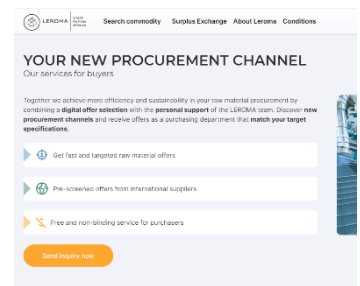
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Additional information

The LEROMA innovation reflects the concept of circular economy, that is how materials or scraps that are no longer useful for a certain process can feed other industrial processes where it is used as raw material.

<https://www.leroma.de/>

All Practice Abstracts prepared by LOWINFOOD can be found here!



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ABOUT LOWINFOOD

The LOWINFOOD project, launched in 2020 and coordinated by the University of Tuscia, Italy, is working to deploy and improve a set of 14 innovative solutions to the food waste problem, by demonstrating their effectiveness and market potential. The core activities of the project are all focused on the evaluation of the efficacy of these innovations in reducing food losses and waste, in terms of the amount of food waste avoided as well as their environmental and socio-economic impact.

CONSORTIUM



COORDINATOR



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Rohmaterialien mit LEROMA an die richtige Stelle bringen

LEROMA hat zum Ziel, den Beschaffungsprozess in der Lebensmittelindustrie zu revolutionieren

Digital, effizient und einfach: So sollten Prozesse von heute aussehen. Gerade im B2B-Bereich soll der Austausch zwischen zwei Parteien unkomplizierter sein. In der Lebensmittelindustrie suchen Lebensmittelhersteller oft wochenlang nach Rohstoffen für ihre Produkte, die den geforderten Qualitätsstandards entsprechen, während Rohstofflieferanten nach Abnehmern für ihre Waren suchen.

LEROMA, ein Startup aus Düsseldorf, stellt beiden Parteien eine digitale B2B-Plattform mit dem Ziel zur Verfügung, den Beschaffungsprozess am Anfang der Wertschöpfungskette zu vereinfachen. Rohstofflieferanten können ihre Produkte auf der Plattform bewerben und so zu einer stetig wachsenden globalen Datenbank beitragen. Diese steht Lebensmittelherstellern kostenlos zur Verfügung und lässt sich sogar nach produktspezifischen Kriterien filtern – das Alleinstellungsmerkmal der Plattform. So finden Hersteller mit wenigen Klicks den idealen Rohstoff und ersparen sich eine zeitraubende Suche.

Außerdem gibt es die Überschussbörse, einen digitalen Marktplatz, wo Unternehmen Rohstoffe zu günstigen Preisen kaufen und verkaufen können, um Geld zu sparen und Lebensmittelabfälle zu reduzieren. Am Anfang der Wertschöpfungskette, wo LEROMA tätig ist, entsteht ein erheblicher Teil der Lebensmittelabfälle. Gründe dafür sind unter anderem, dass aufgrund hoher Mindestabnahmemengen zu viel oder generell falsch eingekauft wurde, Rohstoffe mit ungeeigneten technischen Eigenschaften geliefert wurden oder ein Kunde kurzfristig ausfällt.

Können Rohstoffe im eigenen Unternehmen nicht mehr verarbeitet werden, ist es sinnvoll, sie über die Überschussbörse anderen Unternehmen anzubieten. Käufer sparen Geld, vermeiden lange Wartezeiten und umgehen hohe Mindestabnahmemengen. Dadurch können sie flexibel auf kurzfristige Kundenwünsche oder Trends reagieren.

LEROMA möchte das Bewusstsein für das Potenzial dieser Rohstoffe schärfen, die innerhalb und außerhalb der Lebensmittelindustrie noch Verwendung finden können, und verschiedene Industrien dazu ermutigen, bereits vorhandene Rohstoffe stärker zu nutzen und so zu einer nachhaltigen Kreislaufwirtschaft beizutragen.

This Practice abstract reflects only the author's view. The LOWINFOOD project is not responsible for any use that might be made of the information it contains.



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