



Circular Economy and Sustainable solutions  
for Agrifood in the Mediterranean

## Challenge C9

**CESAM SME linked to this challenge: TERRACOR**

# TERRACOR

### BACKGROUND:

Terracor is a Balearic Islands (Spain) company dedicated to the agricultural production of fruits and vegetables. It focuses on cultivating fresh, high-quality products, emphasizing sustainable farming practices that respect the environment. In addition to its commitment to local production, Terracor also aims to bring its products directly to consumers and various markets, including hotels, restaurants, shops, and supermarkets, through its other brands and distribution channels.

In essence, Terracor is a company that not only produces fresh and healthy food but also integrates into the supply chain and culinary experiences to offer products that represent the best from farm to table.

## CHALLENGE DESCRIPTION

Challenge line	C9
Title of the challenge	<b>Innovative sustainable/eco packaging for fresh vegetables or fruits</b>
Objective(s) of the challenge	<p>Research into plastic alternatives</p> <p>Product preservation testing</p> <p>Prototype design</p> <p>Development of affordable sustainable packaging materials</p>
Expected results of the challenge	<p><b>1. Technical Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Improved product preservation:</b> Product preservation tests will ensure that new materials maintain the freshness and quality of products, potentially matching or surpassing the capabilities of plastic.</li> <li>• <b>Development of innovative prototypes:</b> The design of new packaging prototypes could lead to innovative solutions that optimize storage, transportation, and product presentation.</li> <li>• <b>Ease of implementation:</b> The selected sustainable materials should be easy to integrate into existing production processes, minimizing disruptions and the need for significant additional infrastructure investments.</li> </ul> <p><b>2. Environmental Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Reduction in plastic waste:</b> Decreasing reliance on plastic helps reduce the amount of waste ending up in landfills and oceans, mitigating environmental pollution.</li> <li>• <b>Lower carbon footprint:</b> Utilizing recycled or biodegradable materials instead of petroleum-based plastics reduces greenhouse gas emissions during the production and disposal of packaging.</li> <li>• <b>Conservation of natural resources:</b> Using sustainable materials helps conserve natural resources by reducing the demand for non-renewable raw materials.</li> <li>• <b>Promotion of a circular economy:</b> Designing packaging that can be recycled or composted promotes a more sustainable product lifecycle, aligning with circular economy principles.</li> </ul> <p><b>3. Economic Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Long-term cost reduction:</b> Implementing sustainable packaging materials could lower costs associated with purchasing plastics, especially if the new materials are reusable or recyclable.</li> <li>• <b>Increased customer loyalty:</b> As consumers increasingly value sustainable practices, this can enhance preference for your products, leading to higher sales.</li> <li>• <b>Access to new markets:</b> Using sustainable packaging might open doors to markets that prioritize eco-friendly products, expanding your customer base.</li> </ul>

<b>Relevance of the challenge in the frame of CESAM project</b>	The project is highly relevant as it addresses critical environmental challenges, aligns with economic opportunities, drives technical innovation, and fulfills social responsibilities. It is a strategic initiative that not only benefits the company but also contributes positively to society and the environment.
<b>Type(s) of SME(s) we are looking for</b>	SME specialised in sustainable packaging materials and industrial design.
<b>Expected work for the applicant SME</b>	<p>Sustainable Packaging</p> <p>Development of an affordable sustainable, plastic-free packaging that preserves the product in a similar way to plastic and allows the product to be seen by the customer. Developed packaging should measure around 24x13,50cm. The volume of fruits and vegetables production by Terracor is high, several thousands per products.</p> <p>The applicant SME will work closely with Terracor and meet regularly in order to insure a proper match with the needs.</p>
<b>Maximum amount granted for this challenge</b>	30.000€
<b>Funding rate</b>	100%
<b>Duration of the work and proposed starting period</b>	Up to 12 MONTHS starting from May 2025
<b>Effort for the applicant SME</b>	<ul style="list-style-type: none"> <li>Personal cost</li> <li>R&amp;D cost</li> <li>Consumables</li> <li>Travels</li> </ul>
<b>Intellectual Property Rights dispositions</b>	IPR will remain with the applicant SME
<b>Other information (if applicable)</b>	Example of the packaging in use:

