

Problem Page (Refined & Professional)

The Problem

In the fresh-produce supply chain, especially for groceries and other short-shelf-life goods, both buyers and farmers face persistent challenges:

1. Demand–Supply Mismatch

Grocery stores, restaurants, and small retailers often receive high-volume or last-minute orders for fresh produce. Traditional suppliers or distributors frequently cannot meet these fluctuating demands, resulting in:

- Out-of-stock situations
- Low product quality due to long procurement chains
- Revenue loss and dissatisfied customers

2. Farmers Struggle to Find Consistent, Reliable Buyers

Farmers frequently grow produce without guaranteed buyers. They often rely on middlemen who:

- Pay low prices
 - Provide inconsistent demand
 - Delay payments
- This leads to financial instability and wastage of good produce.

3. High Waste Due to Short Expiry and Inefficient Logistics

Fresh produce has a short shelf life. Long supply chains and improper handling lead to:

- High spoilage rates
- Reduced freshness
- Losses for both farmers and buyers

4. Lack of Transparency

Both sides operate with limited information:

- Buyers lack visibility into origin, availability, or freshness
 - Farmers lack real-time market demand insights
- This creates inefficiencies and missed opportunities.



✓ Solution Page (Refined & Professional)

Our Solution: A Direct Farmer-to-Buyer Marketplace With Integrated Delivery

Our platform connects farmers and buyers directly, eliminating unnecessary intermediaries while ensuring fast, reliable delivery of fresh goods.

1. Direct Access to Verified Farmers

Buyers can browse real-time listings of fruits, vegetables, and other produce directly from farms. Benefits:

- Fresher products
- Competitive pricing
- Reliable availability

2. Guaranteed Buyers for Farmers

Farmers gain a digital storefront to reach consistent, large-scale buyers without middlemen. Benefits:

- Better profit margins
- Predictable demand
- Faster payments

3. End-to-End Delivery Managed by Our Company

We handle the entire logistics process—from pickup at farms to delivery at the buyer's location. Benefits:

- Reduced spoilage
- Faster delivery
- Hassle-free operations for both parties

4. Smart Matching & Demand Forecasting (Future Feature)

Our system can recommend best-fit farmers for buyers based on:

- Quantity and quality requirements
- Location
- Seasonal availability

This ensures efficient allocation of fresh produce.

5. Improved Transparency & Real-Time Tracking

Both parties gain access to:

- Real-time inventory updates
- Order status and delivery tracking
- Pricing trends

This creates trust and enables data-driven decisions.



Summary for Roadmap

The Problem:

The fresh-produce industry suffers from supply shortages, inconsistent demand, high waste, and lack of transparency. Both farmers and buyers struggle to find reliable partners, especially for items with short expiry.

The Solution:

A digital marketplace that directly connects farmers with buyers and manages all logistics, ensuring fresher products, lower costs, reduced waste, and stronger profitability for both sides.

Research on the issue:

Reference / Report / Source	Key Data & Relevance
FAO national workshop — “Reduction of Food Loss and Waste in Uzbekistan” (2022)	In developing countries (including Uzbekistan) ≈ 40% of food is lost at harvest or processing stage. (Uza.uz)
Regional programme “Reduction of Food Loss and Waste in Central Asia, Azerbaijan and Turkey” (FAO-Turkey Partnership)	The program aims to address food loss and waste in Central Asia (all supply-chain stages), acknowledging that current post-harvest losses and poor logistics are systemic problems in the region. (FAOHome)
FAO / value-chain assessment for fruit & vegetable sector in Uzbekistan (value-chain report)	Highlights that a major problem in Uzbekistan’s fruit & vegetable sector is post-harvest losses caused by improper harvesting, poor handling/packaging, and inadequate storage. Notes that many small farmers travel long distances with produce (e.g. onions or watermelons) to nearest markets — indicating inefficient logistics and high spoilage risk.
Recent analytical report (2025) on Central Asia losses due to poor storage infrastructure	Estimates that Central Asia (including Uzbekistan) loses ~14 million tonnes of agricultural produce per year because of insufficient storage infrastructure — underlining massive waste at storage/post-harvest stages. (The Times Of Central Asia)
Global/Regional average data from FAO on food loss from post-harvest to distribution (2021/2024)	For Central + Southern Asia, post-harvest to distribution food loss is estimated at about 12–14% . This indicates that even before retail/consumption, a significant share of produce is lost — strengthening the case for improved supply-chain and logistics solutions. (unido.org)