

PRESENTED BY GROUP FIVE

PROBLEM OF PRODUCE GOING BAD

Problem definition

Produce going bad has been a problem being faced by common grocery sellers for the longest time this has led to losses. Millions of fruits and vegetables go to waste every year — about 30 to 40 percent of the food supply chain in the Kenya, according to the Department of Agriculture. 70% of sellers are experiencing huge losses due to fruits going bad.



Secondary Research

Research Solution Africa

From the results of this survey, majority of the survey outlets experience vegetable waste as reported by 90% of the 520 retailers interviewed. Only 10% indicated not to experience wastage. The waste was established to be experienced at two levels; □ while receiving and sorting vegetables and □ on the shelf. Wastage on the shelf was reported to be higher than when receiving and sorting out vegetables. In terms of who bears the burden of wastage, it was reported that the supplier bears most of the burden on sorting while the outlet bears the burden on the shelf

While plenty of food waste happens in our own homes, it also happens on farms. The Department estimates that a third of all produce from farmers goes uneaten, amounting to about Ksh161.6 million in waste. Much of this waste has to do with logistical issues, but some food is also wasted due to cosmetic

Solutions to the problem

1. Creating a dispenser cooler box with a QR code scanner such that when the customer wants to get his/her products from it, they can scan the QR code which would be sent by Mama Mboga after making an order of the products. The QR code will be scanned using the phone. This will prevent the spread of the Corona Virus since there will be no contact with the dispenser surfaces.

Solutions

2. For vegetables and fruits we can use vinegar to preserve them and reduce the high numbers of fruits and vegetables going bad.
- 3. In case the vegetables go bad , we can sale them out to agrovets as food for livestock. and a earn an income