Group 11
Environmental Sustainability

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Problem:

Low-income areas in Chicago become food deserts because of a lack of fresh produce, which can exacerbate public health and the environment. There is a lack of relevant data analysis when it comes to agriculture; thus we have to collect data so that we can use it in order to better help people in the Chicago area.

Solution:

Create an app that maps where to find fresh produce in community gardens and worm farms (e.g. El Yunque Community Garden). The user will be able to report places where they have purchased fresh food. They will then be able to take a survey about the food that they have purchased and the app will make that data available to other users under the information of each location.

Business entity type:

We decided to incorporate as a non-for-profit 501C3 because we do not plan on generating direct revenue from our consumers but rather from our donors. Additionally, the tax exemption benefits of 501C3s are beneficial to us and our donor base.

App (Replenish: Desert the Desert):

The opening screen will be a map, showing pins where fresh food can be purchased. If the user taps on the pin, the information will pop up about the location which includes the address and the types of produce. There will be a tab that has information about how purchasing fresh food from the community will improve the environment and public health. This tab will allow the government and the City of Chicago to make more informed decisions about how to make a positive impact on the Chicago community. Another tab will help us compile data to see if our app is improving these issues. We can use our analytic predictions about the supply and demand to make informed future decisions. The last tab in the app will look at the responses of the user and create a plan based off keywords for the farmers to have a clear idea of the most popular produce.

Survey:

We will have a survey to collect more data from consumers and community farmers. See appendix.

Some of the advantages of our solution include:

 Food security, counteracting climate change, community ties, simulating the local economy, approaches one problem

In the future:

We hope to avoid interstate commerce conflicts by prioritizing local food sources. We also anticipate providing training on food safety to help people who are new to fresh market farming. In the future, we would like to implement a loyalty system that rewards consumers for continuing to use and refer others to Replenish. They would receive rewards from partnering companies.

Appendix:

Quality of the app and food survey: https://www.surveymonkey.com/r/9JYVNZK
Demographic survey: https://www.surveymonkey.com/r/9QB3NYY
Farmer survey: https://www.surveymonkey.com/r/9SQ2WZP