SDG PROBLEM DEFINITION

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23/8/2024

I. SDG FIELD

Food and Agriculture.

II. SDG Goal

End Hunger, Achieve food security and improved nutrition and promote sustainable agriculture.

III. PROBLEM STATEMENT

Most small-scale farmers rely on intermediaries to put their products in the market, resulting in lower profit margins for the farmers and higher prices for the end consumer. This poses a significant challenge in the diversification of farmers' incomes, and the overall accessibility of farm products by consumers in a world that is hastily moving online.

In addition, issues such as lack of insight on consumer purchase patterns, and food grading systems can lead to overproduction of food, which consequently increases the rate of food waste.

Furthermore, this creates disconnect between farmers and consumers over transparency, food production methods, and the quality of the food we consume.

IV.   SOLUTION-FARMERS MARKET APPLICATION

To address this challenge, I am developing an app called 'Farmers Market', which will connect farmers directly to consumers with little to no intermediaries. Farmers ' will be able to create an account for their businesses, where they can list their produce and sell directly to consumers. This will not only significantly increase the profit margin for small scale farmers, but will enable consumers to access to fresh and relatively affordable products at the palm of their hand. Farmers will be able to list products according to grade/quality, food category, and location. Consumers can then access listings through a geo-location based search to ensure that the product's freshness is maintained, whilst making logistics easier. Products will also be delivered according to perishability and customer preferences.

Additionally, the app reduces food waste that occurs through the supply chain, and food grading systems, as well as help farmers better align their products with consumer's needs by minimizing the risk of overproduction and subsequent food waste.

The app will also strengthen local food systems by empowering small scale farmers and fostering direct producer-consumer connections, which makes them less vulnerable to global supply chain disruptions. Furthermore, the app will enable agro-ecological farmers to showcase their products and adoption to organic cultivation, regenerative soil management, and overall environmentally sustainability practices for additional transparency.

Data collected can be used by farmer's to understand consumer preferences, purchase patterns, and seasonal preferences to aid in production of food in an environmentally conscious way.