**Problems**

1. **Overproduction and Unsold Inventory**

* Traditional agricultural practices often involve producing large quantities of food without precise knowledge of market demand, leading to overproduction.
* Unsold inventory results in financial losses for farmers and contributes to food waste.

2. **Inefficient Transportation Routes and High Fuel Consumption**

* Traditional food supply chains involve complex and often inefficient transportation routes, leading to high fuel consumption and increased carbon emissions.

3. **Delayed Delivery Reducing Freshness**

* In traditional supply chains, produce often passes through multiple intermediaries and middle-men, causing delays that reduce freshness and nutritional value. Consumers receive produce that has lost significant quality by the time it reaches them.

4. **Inefficiencies Leading to Food Waste**

* Wasted food represents not only lost nutrition but also wasted resources like water, labour, and energy used in production.

5. **Inflationary behaviour**

* Brokers concentrate in accessible areas, it creates an imaginary increase in demand, prices.

**Solutions**

**Demand-Driven Ordering**

By aligning production with real-time customer orders, we minimize the risk of overproduction and unsold inventory.

**Efficient Logistics**

Our platform optimizes transportation routes, reducing fuel consumption and minimizing the carbon footprint of food deliveries.

**Improved Shelf Life**

The direct farm-to-table model ensures that produce reaches consumers faster, preserving freshness and nutritional value.

**Reduced Waste**

By addressing inefficiencies in the traditional supply chain, we can significantly reduce food waste from farm to table.

**Direct communication**

This ensures that the buyer and the farmer negotiate on pricing one-on-one without brokers and middle-men.