



IKEA Southeast Asia's
Young Designer Award 2021

FOOD WASTE CHALLENGE



Team/Individual Name: MaPS

School: National University of Singapore

Course of Study:

Computer Engineering, Economics

Title

State a simple explanatory, fun name for your idea. (1-3 words max)

Veggie.ly

Subtitle

This is your catchphrase. What is the aspect of food waste that your idea is focusing on? (20 words max)

No Produce gets Left Behind

About

This is your elevator pitch. State a clear Why and deepen our understanding of what it is that you have to contribute with. Bring a fun fact into this or a local context, something that makes your idea interesting. (150 words)

One of Singapore's biggest waste streams is food waste and 2019 saw 744 million kilograms of food waste being generated. To visualize this, it is equivalent to 51000 double decker buses! 49% of the waste consisted of fruits and vegetables. Produce at local farmers and wholesale centres go through a rigorous process of 'aesthetic filtering' before being sold to supermarkets. These supermarkets have specific requirements such as colour, size and shape before purchasing. Moreover consumers are less likely to buy imperfect food. This chain of supermarkets and consumers avoiding 'ugly' produce eventually leads to large quantities being disposed of despite being equally edible and nutritious.

Our idea tackles this by collecting such unwanted produce from local farmers and markets and distributing it to restaurants (after quality checks). Further, to raise awareness amongst the public about food waste, we aim to create a social initiative where restaurants use our logo in their menu for the dishes that make use of the imperfect produce as part of a nationwide-campaign of 'reducing food waste'.

Explain how your idea will inspire or change behaviour to reduce food waste at home, as a community, as a country.

Where is the project location?

How and why is this beneficial to the community?

For our project idea, we are currently targeting Singapore as our project location. Our business idea would help to rescue 'ugly' fruits and vegetables from local farmers, wholesale centres and supermarkets thereby reducing the food waste caused by throwing out unsold produce at these places. Additionally, our social initiative would help to spread awareness about food wastage and 'ugly' fruits and veggies within the community. We aim to show people that these fruits and vegetables may not look 'beautiful' on the outside but what matters is what is on the inside and that is its edibility and nutritiousness.



DESIGN CONCEPT

① IN SINGAPORE ALONE, 744 MILLION KGS OF FOOD WASTE WAS GENERATED IN 2019.



② VEGGIE-LY COLLECTS THESE 'UGLY' PRODUCE THAT WOULD OTHERWISE BE THROWN AWAY AND DISTRIBUTES THEM TO PARTICIPATING RESTAURANTS



④ RESULT: HEALTHY, NUTRITIOUS FOOD SERVED TO RESTAURANT CUSTOMERS AS PART OF OUR FOOD WASTE CAMPAIGN!



③



DISHES CREATED USING OUR PRODUCE CAN BE MARKETING WITH OUR 'REDUCE' FOOD WASTE' CAMPAIGN STAMP TO ENCOURAGE CUSTOMERS TO BUY AND LEARN MORE ABOUT WHY THESE INGREDIENTS MATTER!