

I am

Farmer

Buyer

Food
Processors
and
manufacture

Consumer

I'm trying to

access to
technology,
market price
volatility

Identifyin
g Better
Products

raw material
quality
,supply chain

knowing
the food
prices

But

Thinking
About
Transportati
on

Public
Transport is
often
overcrowded

waste reduction
& want to
meeting
regulatory
standards

Unaware
of safety
concerns

Because

Low
Communicati
on with
traders

Not
Understanding
the market

reliable
sourcing

Unhealthy
Market