

FARM2FORK: STREAMLINING FARMER-TO-CONSUMER SALES CHANNELS

SRI SAIRAM INSTITUTE OF TECHNOLOGY

IDEA ILLUMINATORS



INTRODUCTION

Farmers struggle for sustainable crop income due to market volatility and middlemen reliance. Despite mediators earning commissions, farmers struggle to earn decent incomes. We made "Farm2Fork" to cut out middlemen and help farmers.

FUTURE ENHANCEMENT

MULTIPLE LANGUAGE SUPPORTS:
To reach to a broader audience

INTEGRATION WITH SMART AGRICULTURE:
To gather real-time data on crop conditions

EXPANDED MARKETPLACE:
Expand the range of products offered in the platform such as handmade crafts

SMART PRICING STRATEGIES:
Implement dynamic pricing depending upon the demand and season

METHODOLOGY

MARKET RESEARCH



Surveys, Interviews, Focus Groups:
Gather insights directly.

Analyse existing market data, industry reports.

USER RESEARCH



Perform user interviews, surveys, or usability testing sessions

Create user personas and user journey maps

DATA ANALYTICS



Analyze user behavior data to identify patterns, trends, and areas for optimization on the website

SEASONAL AVAILABILITY OF CALENDAR:
•Exploring Farming and Healthy Eating



TOOLS FOR FINANCIAL MANAGEMENT:
Green for In Season, Grey for Out, Yellow for Coming Soon.

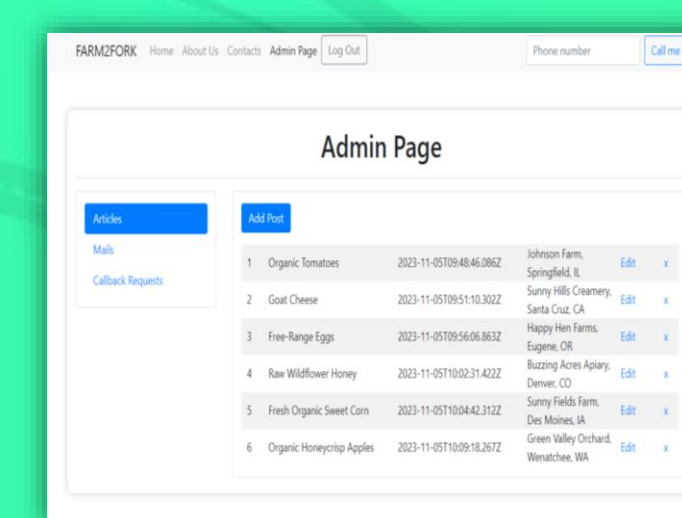
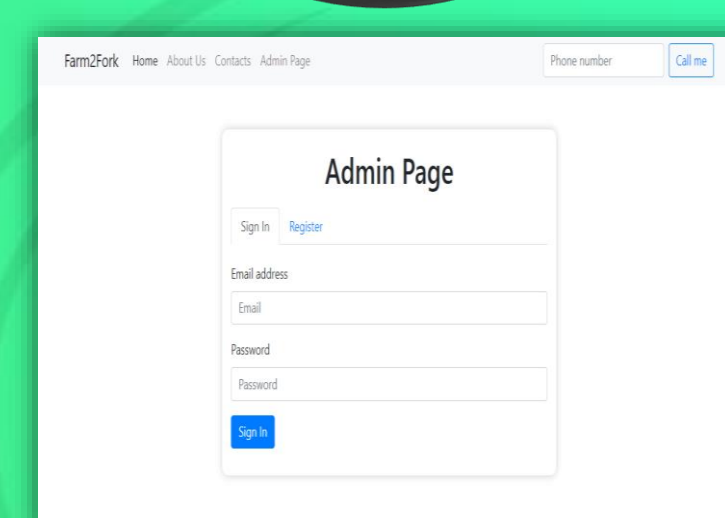
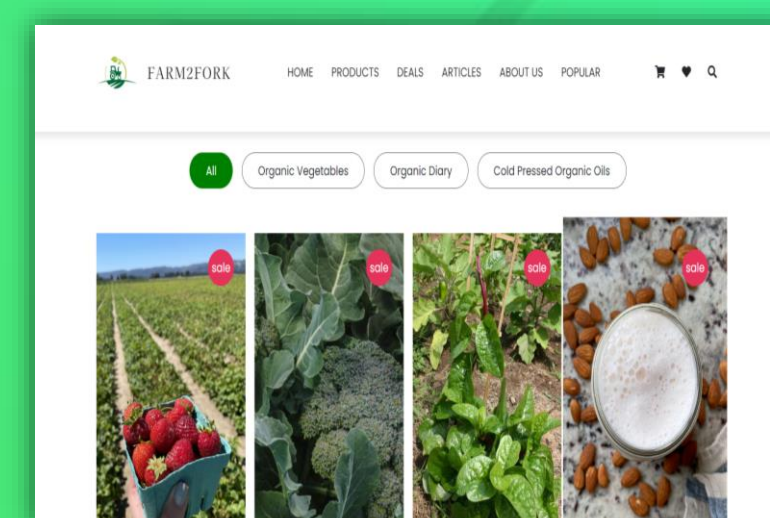
FEATURES

INTERACTIVE BLOG SECTION:
•Image-Based Product Matching:
Find Your Match!



PRODUCT RECOGNITION:
Budgeting, expense tracking, and financial planning assistance.

RESULTS

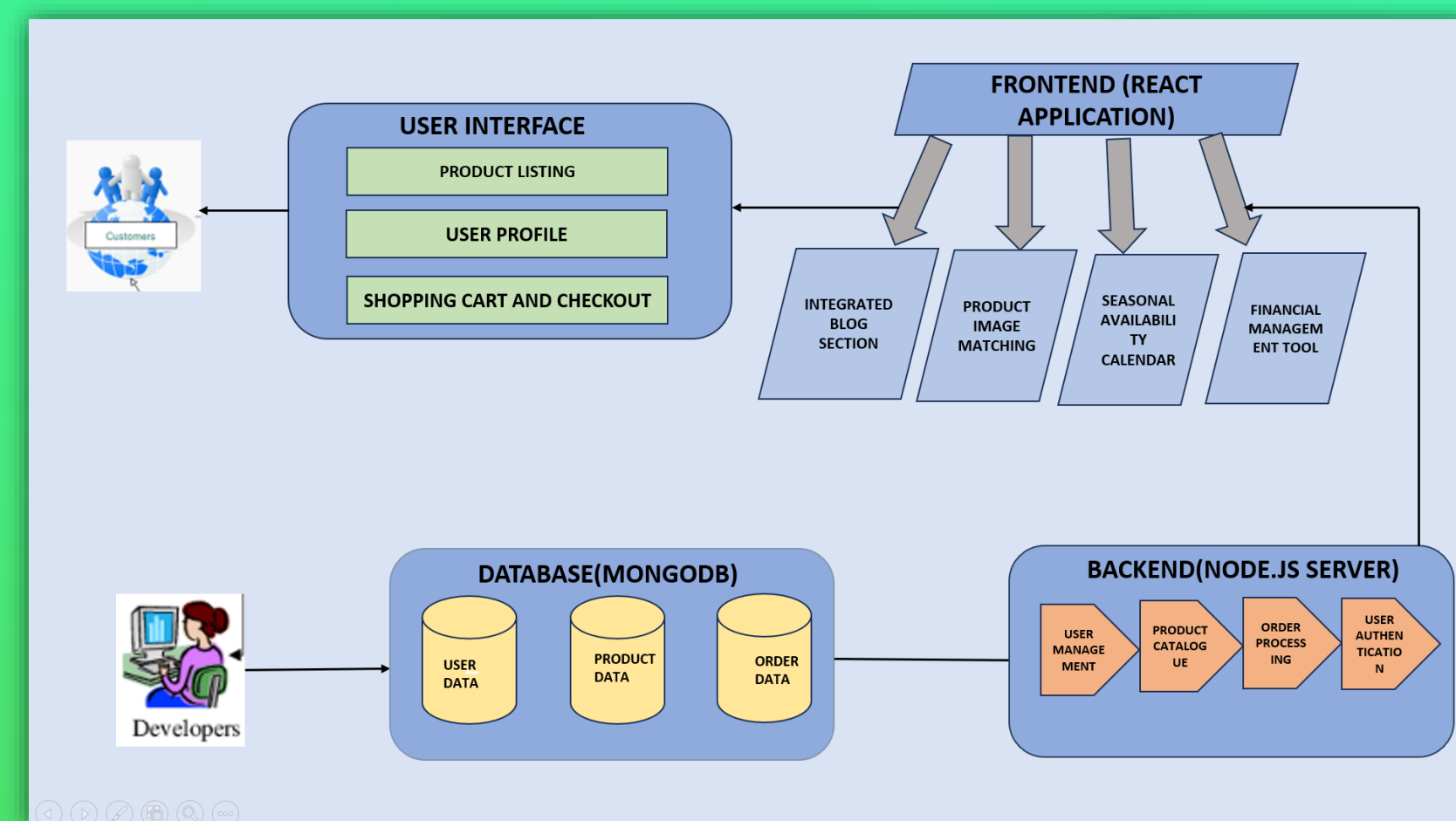


PROJECT GOALS



- Primary goal: Enhancing farmer income and financial stability through direct sales, minimizing middlemen involvement.
- Building a better world through sustainable businesses, fair labor, and poverty reduction. Responsible production cultivates resilient supply chains, vital for steady access to essentials during crises.
- Direct sales of fresh, local produce foster healthier diets and improved well-being for consumers. Direct sales build community bonds, connecting consumers with local farmers for mutual support and engagement.

ARCHITECTURE DIAGRAM



BUSINESS MODEL

Key Partners	Key Activities	Value Propositions
 Farmers' Associations/Cooperatives Local Farmers Delivery and Logistics Partners	 Product Listing and Management Payment Processing Quality Assurance Marketing and Promotion	 Farmers: Transparent Supply Chain Reduced Waste Increased Profits Consumers: Greater Variety and Seasonality Fresh, Locally Sourced Products