

# “Food-Loss! Suggesting a new solution for non-standard vegetables”



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## Outline

The main objective of this research is to seek a solution for “food-loss”. We focused on non-standard vegetables to work on this issue. Our hypothesis was supported by three research methods, and we came to a conclusion to suggest “Hira Vegi Gacha” as a potential action plan for sustainable future.

## A. Background and Preceding Research

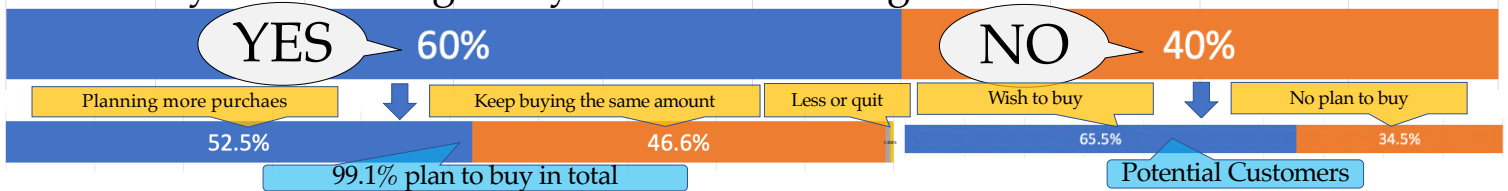


### 1. Food-loss in Japan (MAFF, 2018)

$$\frac{\text{Food-loss}}{\text{Total amount of Production}} = \frac{6,340,000 \text{ tons}}{80,880,000 \text{ tons}}$$

**8% lost!**

### 2. Have you ever bought any non-standard vegetables? (JFC, 2010)



### 3. Main Reasons for not purchasing non-standard products (JFC, 2010)

(1) Consumers do not have proper knowledge. (2) places or opportunities are very limited.

### 4. Definition of terms

“Food-loss”: Edible but thrown away for various reasons. (CAA, 2020)

“Non-standard vegetables”: Edible, but non-standard in Japanese market. (MAFF, 2010)

## B. Hypothesis

Providing more places and opportunities of buying non-standard vegetables lead to the better understanding of such products and improve the food-loss situation.

## C. Research methods

### 1. JA Field Work



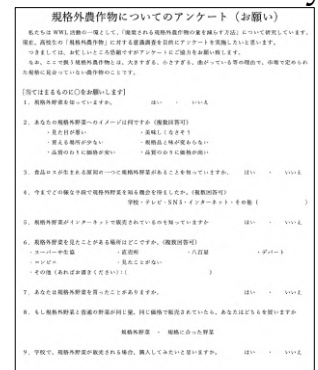
- Can choose directly
- ▲ Limited business hours
- ▲ Limited stores
- ▲ Limited age groups

### 2. “Unica” online-interview



- Easy purchase
- ▲ No direct choice
- ▲ Need to know the service
- ▲ SNS=limited age groups

### 3. Student Survey



Over 50% recognized, 73% never bought non-standard vegetables

## D. Conclusion and Action plan



“Hira Vegi Gacha”



### Reference:

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