

What We Can Do to Reduce Food Loss

~A Project to Sell Deformed Vegetables~

W201902-4

1. Introduction

Collaboration



Ike·Sunpark Farmers Market

Improving lifestyle through food

Place of challenge

Create a lively atmosphere



Environmentally-friendly market

Market management with various partners



2. Methods and Results

Deformed Vegetables

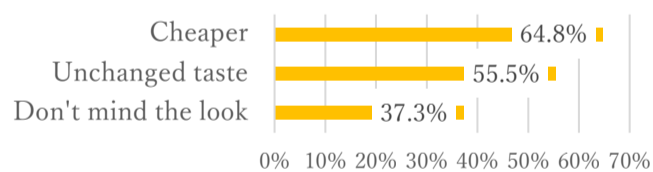
What are Deformed Vegetables?

- The main standards are size, shape, quality, color and weight
- The ratio of deformed vegetables is said to be 30-40% of the total production
- The amount of waste is over 2 million tons per year

The Reason for Establishing the Standard

- To streamline transactions and distribution
- To widen Japanese consumer consciousness

The Main Reasons for Buying Deformed Vegetable and Fruits



Our Challenge



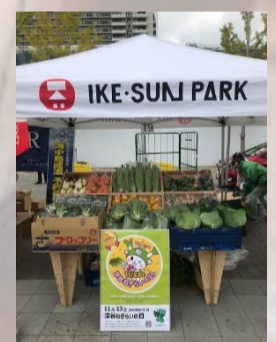
Interview

How to Use Deformed Vegetables

- The local government in Hokkaido sold deformed vegetables to attract tourists
- In addition, Fukaya City has set an event day to promote Fukaya green onions

New Approach to Deformed Vegetables

- Producers harvest vegetables after receiving an order from a customer
- Producers use vegetables that cannot be shipped as fertilizer



3. Conclusion

Trade Off



Although deformed vegetables will sell if they are discounted, producers and retailers will not profit. So we have to keep trade-off in mind.

Communication



We have made some new discoveries during this project. Customers were able to have a lot of conversations with us. Also, when we interviewed the producers and local governments, they kindly taught us a lot. From that, we were able to understand the importance of communication. We will continue to participate in the Ike·Sunpark Market. And we would like to communicate with the local and related people.