

# Reducing Food Waste through the development of new products using pumpkins and Daidai

W\_AL02-2

Ehime Prefectural Imabari  
West Senior High School

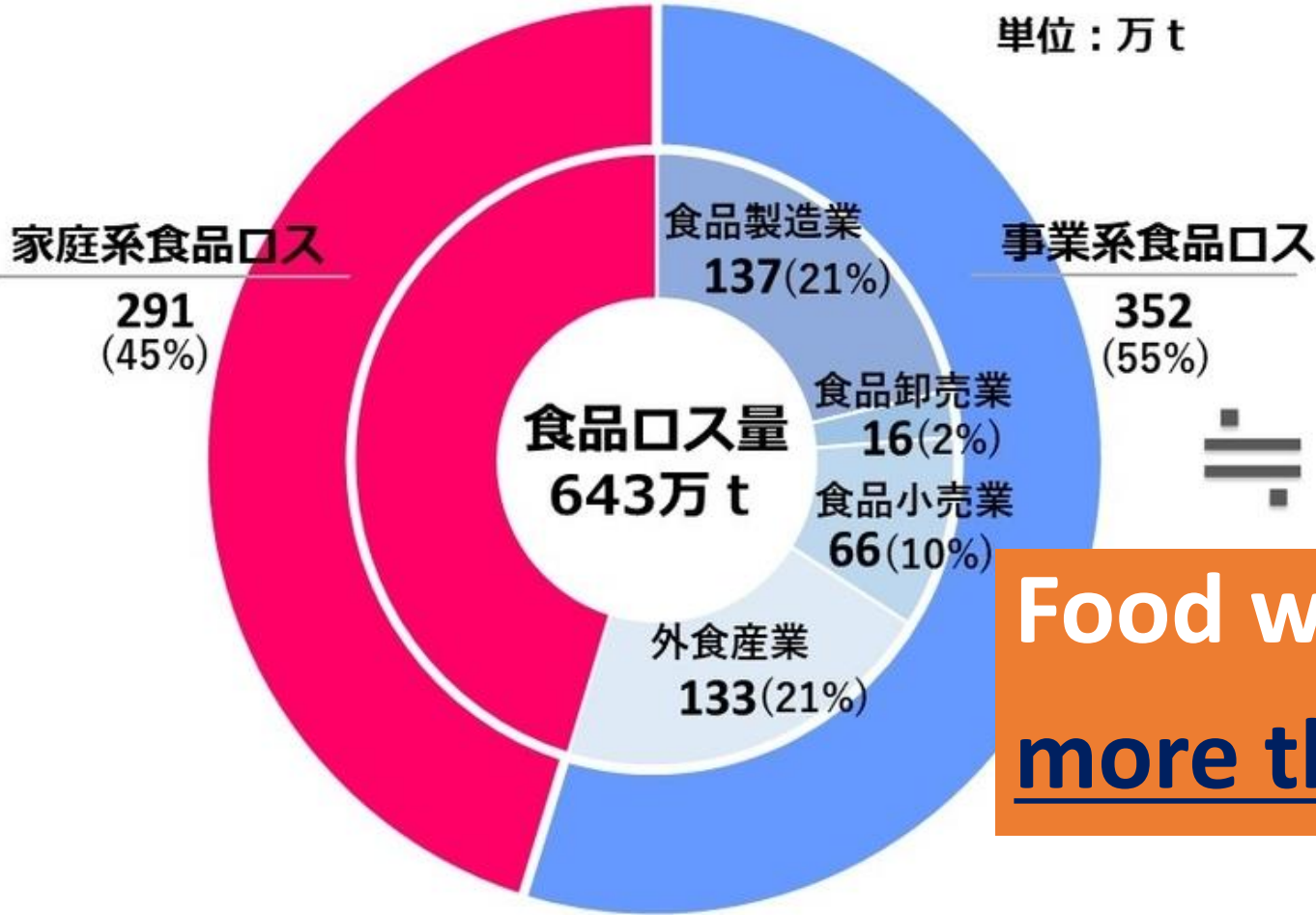


# Outline

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- **1. Research Background**
- **2. Research Purpose**
- **3. Research Methods**
- **4. Results**
- **5. Future Prospects**
- **6. Acknowledgments**

# 1. Research Background



Food Waste per person

**139g per day**

※ 余碗約1杯のご飯の量に相当

**51kg per year**

※ 年間1人当たりの米の消費量 (約54kg) に相当

**Food waste in Japan  
more than 6 million tons**

資料：総務省人口推計(28年度)  
平成28年度食料需給表 (概算値)

## 2. Research Purpose

- **Saisai Kiteya in Imabari**

One of the largest  
**farmers' markets**  
in Japan



Closely connected to the  
local community  
**Imabari-produced**  
vegetables, fruits and so on

## 2. Research Purpose

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- To reduce the amount of food left unsold and discarded at Saisai Kiteya
- ⇒ To contribute to reducing food waste



# 3(1)

## Research Method 1

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### To do an Instagram Live

### To understand the customer base



▲ Announcement



3(2)

## Research Method 2

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**To make and sell sweets  
using unsold fruits and  
vegetables**





# What to use?

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**Interview to learn the present situation**

⇒ **Daidai**, a kind of orange,  
& **pumpkins**



# What to make and sell?

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**Meeting to discuss new  
products  
July 4, at Saisai Kiteya**



# What to make and sell?

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Summer Squash

Pumpkin Shaved Ice

▲ Advert for our products

# How to sell "Summer Squash" and "Pumpkin Shaved Ice"?

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Tickets went on sale **July 9 (Sat)**  
@Saisai Kiteya

- ▼ **From 3 p.m. to 5 p.m.**
- ▼ **To sell 200 units**
- ▼ **From Saisai Kiteya's kitchen car**



4(1)

## Result of the Instagram Live

**Started at 4 p.m. on June 22nd(Wed)**

○ **Opinions** on new product development

○ Customer base = **Housewives**

△ **Fewer viewers**

△ **Fewer comments**

⇒ we could not refer to many opinions.

4(1)

## Result of the Instagram Live

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**<Cause>**

**Weekday evening**

⇒ **Difficult** for working people and students to watch.

**<Countermeasure>**

To take advantage of **polls in Instagram stories**

▷ More people can participate

# 4(2)

## Result of the product sales

Delicious!



Number of shaved ice and summer squash sold

	Unit Price	Unit Number	Sum
Our Goal	400	<b>200</b>	80,000
Result	400	<b>111</b>	44,400

4(2)

## Result of the product sales

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○ **111 pieces sold** ⇒ Reducing unsold or discarded ingredients ⇒ Reduction in food waste

△ Couldn't tell customers much about "**efforts needed to reduce food waste**"

# 5. Future Prospects

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**(1) To develop delicious products**

**(2) To devise a PR method for attracting customers**

a. To use social media platforms like Instagram

b. To distribute flyers



# 5. Future Prospects

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**(3) Make it a regular activity**

**⇒ Important to let more people know about reducing food waste**

# 6. Acknowledgments

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**Special thanks to**

- **Shikoku Branch of NTT docomo**
- **Saisai Kiteya (JA Ochi-Imabari)**
- **Imabari City**

Thank you for  
listening!

