



LAST MILE FRESHNESS

Category: Agriculture

MARKET

Farming and agriculture is an evergreen market, With more and more people on this planet, the need for quality food and organic food is quite high and people are ready to pay more for good quality and freshness.

Ref image.



MANUFACTURING

It's a combination of a lot of things and easily scalable in factories.

OBSERVATION / TREND / PROBLEM

Observation

- Have you seen that the leafy vegetables look very pretty and fresh at farm and photos, however by the time it is in the market, it is plucked and dried up, often doused with water to make it look fresh and finally if no one buys it due to its unappealing look, they are thrown or fed to the cows. That's huge money going down the drain. It is necessary that the leafy vegetables stay fresh even at the last mile grocery store and not look all soggy and sad.

OVERVIEW OF THE IDEA

The idea is to create a new system for the farmers who pluck the leafy vegetables and pack them in bundles to vendors or the grocery stores near homes that are the last mile delivery points to people. This system has a new kind of storing unit, which is cheap and can keep the vegetables fresh for a long time. Usually vegetables and leafy produce travels more than 200 kms at a time to reach the market and from them to the local vendors. A lot is wasted. Our system is unique in design and uses the principles of nature cooling to keep them fresh.

VALUE

The farm and Agri produce could be utilized and remain fresh for a long time. It is a lot of cost saving for the vendors and the end consumer is assured of getting fresh vegetables every time, offering good price for that.

VARIANTS

The system is scalable and is also easy to make in different sizes.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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