

The commercialization of OzHarvest Market

Reduce and use effectively food waste

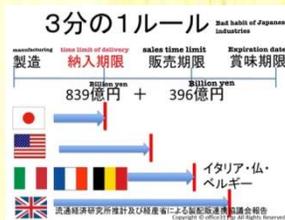
The amount of food waste in the world is 6,320,000 tons a year

• There are 795 million starvation people

→ To reduce this food waste is connected with saving starving people.

• Japan's standards in delivery deadlines are rather strict compared to other countries.
(See graph)

→ So we would like to run a new-style supermarket selling nonstandard products which we can eat.



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We need to solve food waste

One day we found that there is a lot of food wastes and we thought that we need to solve this problem.

We'll sell nonstandard products (our business plan)

- 1 we collect the nonstandard products from farmers and supermarket and so on.
- 2 we sold them at 50% of the regular price
- 3 we make smoothie, and sell them for 650 yen to make more profit to run our business .

Many people approve of our business plan!

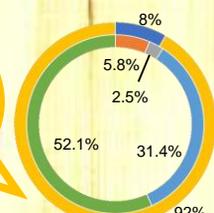
In our school

In Malaysia

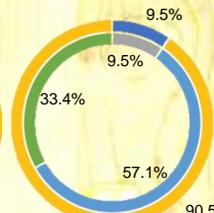
In our school

In Malaysia

Are you reluctant to eat insect-eaten vegetables?

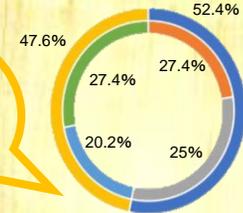


Yes women men No women men



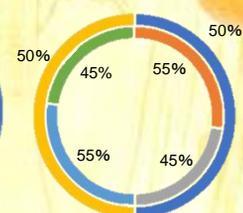
Total 2 people: women 0, men 2 answered yes
Total 19 people: women 12, men 7 answered no

Are you reluctant to eat food which has passed the freshness date?



Yes women men No women men

Total 65 people : girls 34 , boys 31 answered yes
Total 59 people: girls 25 , boys 34 answered no



Total 11 people, women 6 men 5 answered yes
Total 11 people, women 6 men 5 answered no

Conclusion

> The selling food which has passed the freshness date is suitable for men and people who want to save their money on diet
But it is low rate of return

> the smoothie tends to be popular for women and the boom of them should help us sell them, so they deemed to they deem to sell well

We are thinking of starting this business first from Ibaraki prefecture. Also, If we make some profit we will advance into major prefectures in Japan and want to spread to the world.