

## Food4you

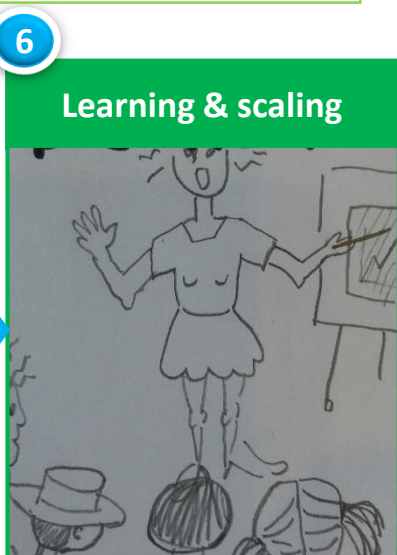
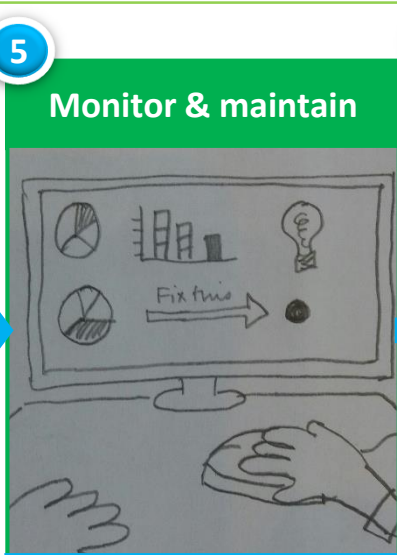
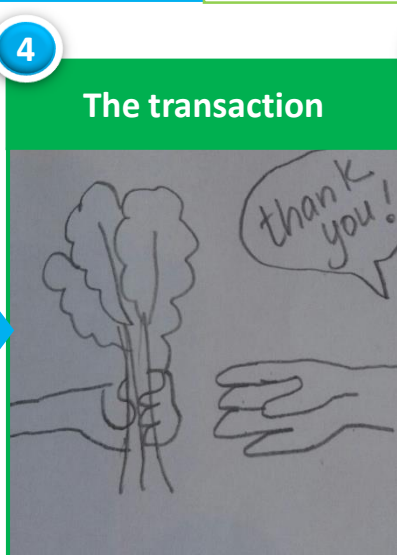
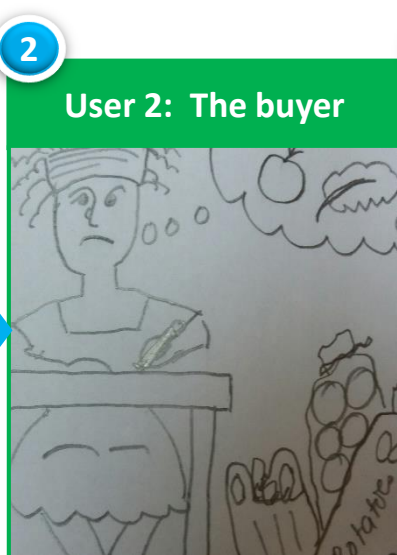
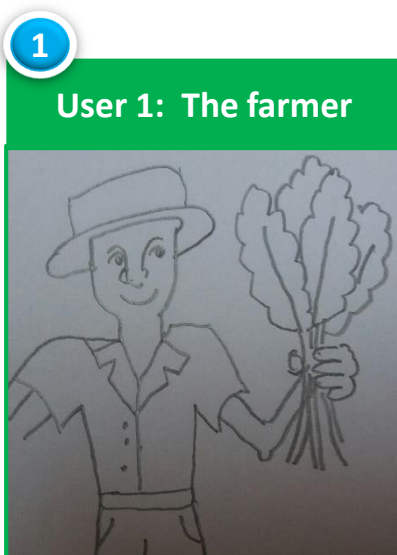
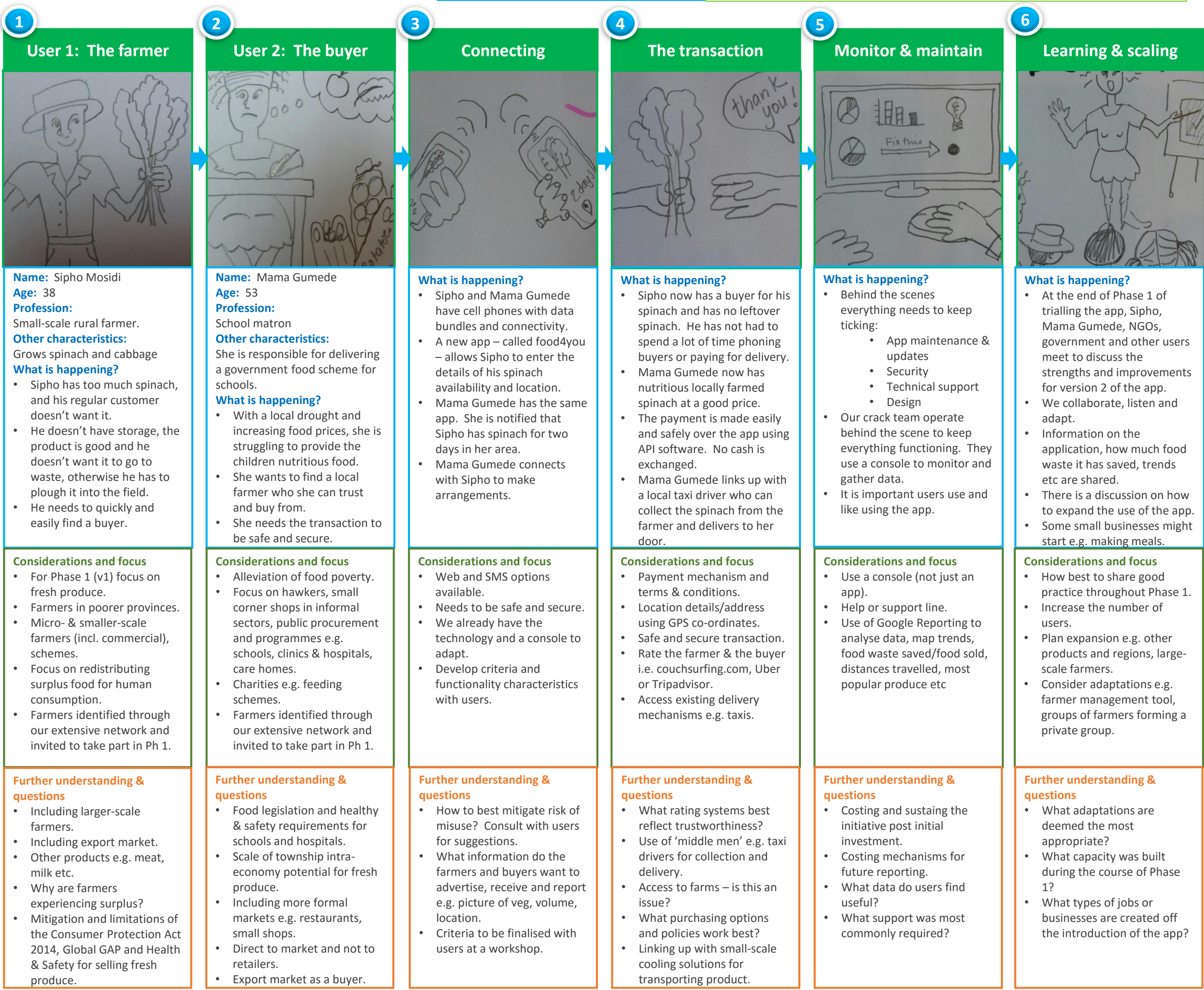
**Description:** Using mobile technology to create connections across the farm gate to reduce food waste and improve livelihoods

**Idea:** Trial of a cellular phone networking platform to aid small-scale farmers in South Africa source markets for surplus produce

### User experience map

Project consortium:





**Name:** Sipho Mosidi  
**Age:** 38  
**Profession:** Small-scale rural farmer.  
**Other characteristics:** Grows spinach and cabbage  
**What is happening?**

- Sipho has too much spinach, and his regular customer doesn't want it.
- He doesn't have storage, the product is good and he doesn't want it to go to waste, otherwise he has to plough it into the field.
- He needs to quickly and easily find a buyer.

**Name:** Mama Gumede  
**Age:** 53  
**Profession:** School matron  
**Other characteristics:** She is responsible for delivering a government food scheme for schools.  
**What is happening?**

- With a local drought and increasing food prices, she is struggling to provide the children nutritious food.
- She wants to find a local farmer who she can trust and buy from.
- She needs the transaction to be safe and secure.

**What is happening?**

- Sipho and Mama Gumede have cell phones with data bundles and connectivity.
- A new app – called food4you – allows Sipho to enter the details of his spinach availability and location.
- Mama Gumede has the same app. She is notified that Sipho has spinach for two days in her area.
- Mama Gumede connects with Sipho to make arrangements.

**What is happening?**

- Sipho now has a buyer for his spinach and has no leftover spinach. He has not had to spend a lot of time phoning buyers or paying for delivery.
- Mama Gumede now has nutritious locally farmed spinach at a good price.
- The payment is made easily and safely over the app using API software. No cash is exchanged.
- Mama Gumede links up with a local taxi driver who can collect the spinach from the farmer and delivers to her door.

**What is happening?**

- Behind the scenes everything needs to keep ticking:
  - App maintenance & updates
  - Security
  - Technical support
  - Design
- Our crack team operate behind the scene to keep everything functioning. They use a console to monitor and gather data.
- It is important users use and like using the app.

**What is happening?**

- At the end of Phase 1 of trialling the app, Sipho, Mama Gumede, NGOs, government and other users meet to discuss the strengths and improvements for version 2 of the app.
- We collaborate, listen and adapt.
- Information on the application, how much food waste it has saved, trends etc are shared.
- There is a discussion on how to expand the use of the app.
- Some small businesses might start e.g. making meals.

**Considerations and focus**

- For Phase 1 (v1) focus on fresh produce.
- Farmers in poorer provinces.
- Micro- & smaller-scale farmers (incl. commercial), schemes.
- Focus on redistributing surplus food for human consumption.
- Farmers identified through our extensive network and invited to take part in Ph 1.

**Considerations and focus**

- Alleviation of food poverty.
- Focus on hawkers, small corner shops in informal sectors, public procurement and programmes e.g. schools, clinics & hospitals, care homes.
- Charities e.g. feeding schemes.
- Farmers identified through our extensive network and invited to take part in Ph 1.

**Considerations and focus**

- Web and SMS options available.
- Needs to be safe and secure.
- We already have the technology and a console to adapt.
- Develop criteria and functionality characteristics with users.

**Considerations and focus**

- Payment mechanism and terms & conditions.
- Location details/address using GPS co-ordinates.
- Safe and secure transaction.
- Rate the farmer & the buyer i.e. couchsurfing.com, Uber or Tripadvisor.
- Access existing delivery mechanisms e.g. taxis.

**Considerations and focus**

- Use a console (not just an app).
- Help or support line.
- Use of Google Reporting to analyse data, map trends, food waste saved/food sold, distances travelled, most popular produce etc

**Considerations and focus**

- How best to share good practice throughout Phase 1.
- Increase the number of users.
- Plan expansion e.g. other products and regions, large-scale farmers.
- Consider adaptations e.g. farmer management tool, groups of farmers forming a private group.

**Further understanding & questions**

- Including larger-scale farmers.
- Including export market.
- Other products e.g. meat, milk etc.
- Why are farmers experiencing surplus?
- Mitigation and limitations of the Consumer Protection Act 2014, Global GAP and Health & Safety for selling fresh produce.

**Further understanding & questions**

- Food legislation and healthy & safety requirements for schools and hospitals.
- Scale of township intra-economy potential for fresh produce.
- Including more formal markets e.g. restaurants, small shops.
- Direct to market and not to retailers.
- Export market as a buyer.

**Further understanding & questions**

- How to best mitigate risk of misuse? Consult with users for suggestions.
- What information do the farmers and buyers want to advertise, receive and report e.g. picture of veg, volume, location.
- Criteria to be finalised with users at a workshop.

**Further understanding & questions**

- What rating systems best reflect trustworthiness?
- Use of 'middle men' e.g. taxi drivers for collection and delivery.
- Access to farms – is this an issue?
- What purchasing options and policies work best?
- Linking up with small-scale cooling solutions for transporting product.

**Further understanding & questions**

- Costing and sustaining the initiative post initial investment.
- Costing mechanisms for future reporting.
- What data do users find useful?
- What support was most commonly required?

**Further understanding & questions**

- What adaptations are deemed the most appropriate?
- What capacity was built during the course of Phase 1?
- What types of jobs or businesses are created off the introduction of the app?

# Brainstorming session workshop

