

Home delivery of organic produce

Due to increased importances of organic foods, farmers have increased on their production on their customers in the world.

As farmers struggle to get prices of organic produce in markets, they lack skills and networks to potential customers. Reaching out organic food farming interested farmers can be done by setting up home delivery system.

Food delivery

First, find minded farmers in area who do organic produce to setup home delivery system and before each planting season, organise a meeting with colleagues for decision making on vegetables, growing and to limit duplication, select 1-2 fellow farmers to take responsibility of marketing.

Customers put in their orders for product delivery and farmers develop a mobile pp for the customers to make orders. After receiving orders, marketeer sends message to farmer group with required quantities by he customers.

Additionally, a day before or on delivery day, each member harvests requested produce and brings them to a central place easily accessible to all members. Produce is then cleaned and sorted and after, quality and quantity supplied by each farmer is noted down.

Furthermore, pack sorted farm produce in clean packages and deliver to customers however, on delivery day customers give cash or use mobile wallet payment. Some organic farmer groups seek help from urban youth groups.

Marketing people collect bag from customers for produce every 2 weeks or once a month and for quality concerns from

customers, members sit and resolve issues.

Finally, organise farm visits for customers to build trust and relation.