Good practice & prevention of waste in the vegetable productive chain

Approach by Embrapa Vegetables

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Researcher – Post harvest
Approach

FARM AND RETAIL LEVEL

• Vegetable waste quantification at farm and retail level.
• What are the practices (postharvest handling) that cause waste and how can they be improved?
• What are the factors that prevent or inhibit the adoption of good practice?

CONSUMER LEVEL

• Communication for the public: health eating & waste reduction.

COOPERATION

• Work together with the rural extension service.
• Field work: interaction with chain actors
Heterogenous vegetable supply chain

- **Harvest**
  - Low adoption GP
  - Moderate adoption GP
  - High adoption GP

- **Preparation for the market**

- **Retail**
Process mapping at farm level

Practices that result in physical damage and biological contamination

Critical points for control
Quantification of waste at farm level

- Carrot total harvest (kg/ha)
- Discard during harvest (kg/ha)
- Sent to packing house (kg/ha)
  - Carrot Class 1 (kg/ha)
  - Carrot Class 2 (kg/ha)
  - Discard in the packing house (kg/ha)
Quantification of waste at retail level

Potential discard

Real discard
Mapping of process at farm level
Technical publications for farmers and rural extension officers and public managers
Joint effort by Embrapa and Emater-DF (rural extension service)
Quantification of waste at retail level

Scientific paper

Translation

Technical paper
Quantification of waste at retail level
Technical publications for farmers and rural extension officers and public managers

Real life situations – consequences and solutions
Interaction Good Practice and other themes

Bad practice

Good practice

Vegetable waste prevention and reduction

Farm management

Post-harvest handling

Marketing

Farm’s organization

Legislation and public policy
“Vegetables are more than just salad”

Promotion of vegetables consumption & waste reduction

information on how to buy, store and use vegetables

Communication program for consumers
Logo for vegetable packages and produce area

Practical information on how to handle vegetables

Promotional material for download

Confira dicas e receitas com hortaliças no site

Ponha mais verde no seu prato!

Esta sopa de abóbora tem tairoba.

Alimentação saudável sem desperdício.

www.embrapa.br/hortalica-nao-e-so-salada
Conclusion

Farmers, retailers and consumers are convinced they should reduce waste and they want to know

What to do?

How to do?

In practice
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