| Production % of loss 10-15% Primary Causes Handling Prices & Supply | Transportation I 3-5% • Packaging • Handling | Packing House 10-15% Trimming Handling | Transportation II 3-5% • Packaging • Handling | Storage 20-30% at CEAGESP <5% at Supermarket Handling Selection/Quality Prices | Distributers (Transportation III) 3-5% • Packaging • Handling | Retailer 15-20% Management Storage Capacity Selection Standards |
|--|--|--|--|---|--|---|
| Final destination: -CEAGESP -feira Technology: -might own cell phone -no on farm storage -manual farming (no tractor) -might own small vehicle Behavior: -harvests & sells daily -plant only what they know -no quality standards to adhere to Market knowledge: minimal Income: low, inconsistent | "Attravessador" Route: retrieves produce from multiple farms and brings to personal packing house or CEAGESP Vehicle (all without refir): -small box truck -flat bed -small van -pick-up truck Behavior: -buys low from farmers, daily -sells volume 3-4 times/week -pays farmer after sale, sometimes up to one month afterwards Distance traveled: <100km Packaging: -possibly none at all -possibly cardboard, wooden, or plastic crates | "Attravessador" owned Sells to: CEAGESP or final Consumer (3-4 times/ week) Structure/technology: -concrete, open air structure -no refir storage Activities: -wash: yes -cut: maybe -repackage: yes -packaging: wood plastic or cardboard crates -brand: No -specializes in one product (i.e. tomatoes) | Small truck fleet without refir Route: co-op to CEAGESP, public procurement or grocery storel Vehicle: Small box truck or flat bed | CEAGA Storage/technology: -some cold storage (only for fruits), with limited and aging technology -online price board for resellers Time spent in storage: 1-7 days (food dependent) Daily volume: 11,000 tons/day (CEAGESP) Sells to: Regional retailers, individuals (<300km) Efficiency: -low -high waste (150 tons/day) -no demand/supply planning | Retail Distributer Activities: (Contracted by retailer) Picks up mixed load form CEAGESP, delivers to multiple restaurants/ small groceries Transportation: Small-Mid size box truck or Van. May have small fleet (1-3 trucks). May use Refir Location: Local/ Regional (<150 km) Reseller Activities: (Independent employment) | Restaurant Frequency of Delivery: daily Buys from: distributor Price paid: market price Order type: variable based on supply & prices Quality/aesthetic standards: low Require refir from suppliers: no On-site refir storage: small Food waste: medium Small Grocery Store Frequency of Delivery: daily Buys from: distributor, CEAGEA, or large co-op Price paid: market/negotiation Order type: Variable based on supply/ |
| Small & Organized into a co-op Final destination: - CEAGESP - feira - public procurement - grocery store - restaurant Technology: - likely owns cell phone - may own small truck or van Behavior: - harvests based on projected orders - may adhere to quality standards | Personal Vehicle Route: From farm to co-op or directly to final destination Vehicle (no refir): -small pick up -small van Behavior: | Small-Mid size co-op Sells to: CEAGESP, public procurement or small retail Structure/technology: -enclosed concrete structure, shared -no refir Storage Activities: -wash: yes -cut: maybe -repackage: yes -packaging: wood, plastic or cardboard crates -brand: no -diverse product mix (F&V) Large co-op Sells to: Super Market, Food processor, or small retail Structure/technology: -enclosed concrete structure, shared -some level of processing capability | Behavior: -contracted by packing house -does not own food -mixed or Mono Load Distance <200 km Packaging: Plastic or wooden crates; packaged by farmer. | | Buys from CEAGESP and resells at feria (Feirante) or small grocery store (corner store/ convince store) Transport: Personal vehicle (likely small truck or van). No Refir Product: May be mixed Location: Local (<75 km) | Quality/aesthetic standards: medium Require refir from suppliers: unlikely On-site refir storage: limited Food waste: medium Feira (open-air market) Frequency of Delivery: daily Buys from: Distributor, reseller, co-op, farmers Price paid: Market Order type: Variable based supply Quality/aesthetic standards: Consumer selection Require refir from suppliers: No On-site refir storage: none Food waste: high School/ Municipality Frequency of Delivery: 3-4x/week |
| -package in cardboard, wooden, or plastic crates Market Knowledge: -limited (primarily based on shared information with other co-op members) Income: Low, some consistency Medium & organized into a co-op Final Destination: -grocery store -super market -restaurant -fast food chain Technology: | Route: from farmer to co-op, CEAGESP, or final destination Vehicle (likely without refir): -small box truck -flat bed Behavior: -contracted by farmer -does not own food Distance traveled: 50-100km Packaging: Cardboard, plastic or | -some level of processing capability -likely no refir storage Activities: -wash: yes -cut: maybe -repackage: yes -packaging: cardboard, wood, or plastic crates -brand: maybe -diverse product mix (F&V) Food Processor Sells to: grocery store, super market, or fast-food chain Structure/technology: -refrigerated storage & operations -owned independently -sophisticated processing facility Activities: | Company-owned refir fleet Route: From processor to grocery store, supermarket or restaurant chain <200km Vehicle: small to midsize box truck Behavior: -tracks temperature of food food owned by food processor | Storage/technology: | | Buys from: distributor, co-op, processor Price paid: above market, consistent Order type: contractual Quality/aesthetic standards: low Requires refir from suppliers: No On-site refir storage: limited Food waste: minimal Frequency of Delivery: 3-4x/week Buys from: food processor, large & certified co-op Price paid: market, consistent Order type: contractual Quality/aesthetic standards: medium Requires refir from suppliers: yes On-site refir storage: minimal Food waste: minimal |
| -has cell Phone -may own small truck or van -may have on-farm packing house -packages in plastic crates Behavior: -harvests and sells based on orders -adheres to quality standards -likely certified by 3 rd party organization -may have value-added products Market Knowledge: -decent (based on agreement with retailer and relationship with other producers) Income: low to middle, often consistent | wooden crates; packaged by farmer 3PL/Small Truck Fleet Route: From farm, [CO-OP, PROCESSING FACILITY?] to supermarket or restaurant chain <200km Vehicle: Small box truck with refir Behavior: -tracks temperature of food -responsible for cost of food but does not own it -contracted by farmer -consistent routes & drivers | -wash: yes -cut: likely -repackage: yes -brand: yes -packaging: Styrofoam or plastic containers, then to larger plastic crates | -routes and drivers? | -highly functioning cold storage -both "chilled" and "frozen" -temperature tracking -ERP system (communicates easily with farms, passes on orders efficiently) Time in Storage: 3 days maximum Sells to: retail stores (all over the country and region) Efficiency: -High -Low waste (less than 4%) -sophisticated demand/supply planning | | Frequency of Delivery: daily Buys from: food processor, large & certified co-op Price paid: market, consistent Order type: contractual Quality/aesthetic standards: high Requires refir from suppliers: yes On-site refir storage: medium Food waste: almost non-existent |