

Bonnie McClafferty

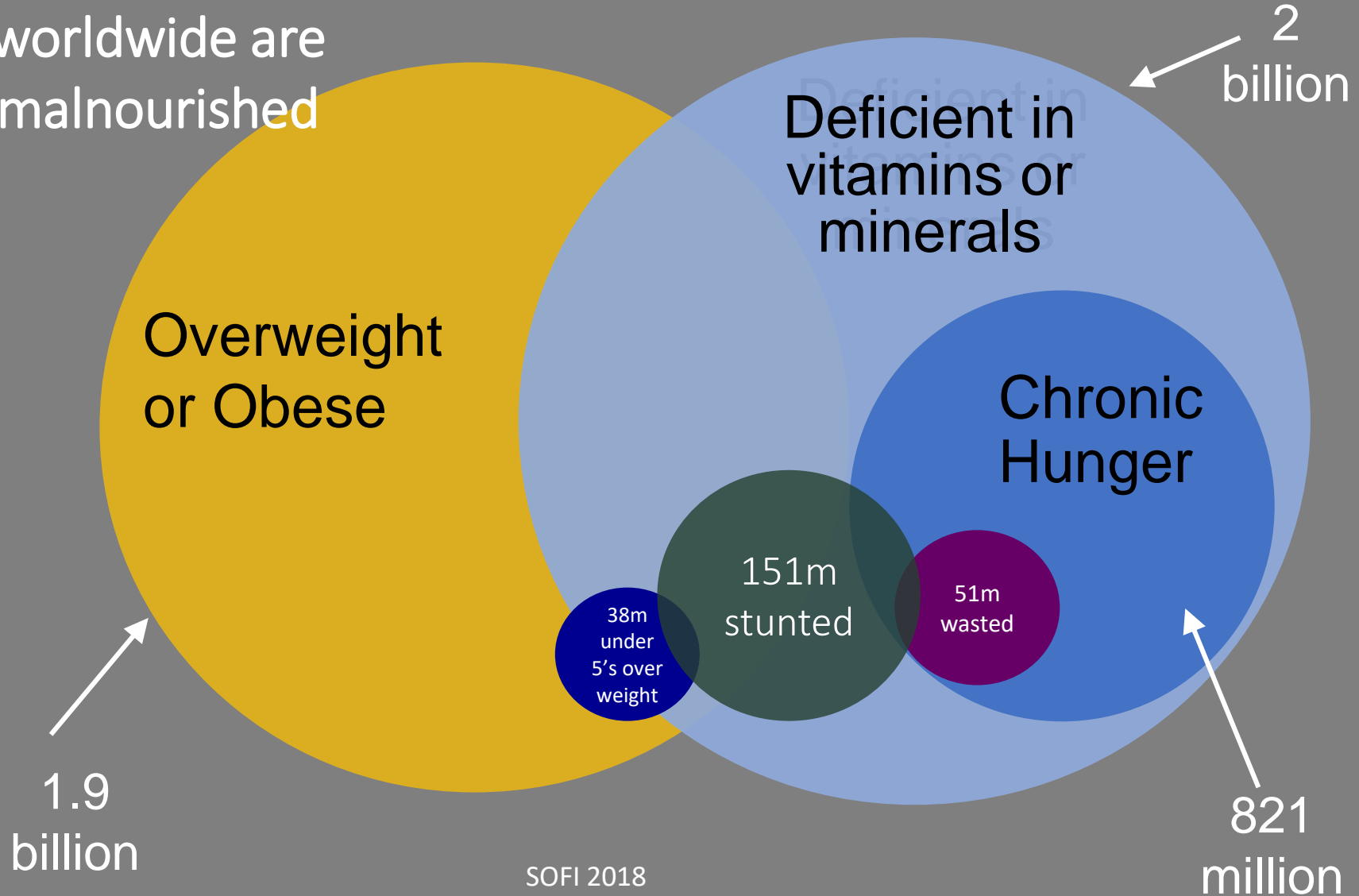
Harvesting Opportunity from Farm to Market

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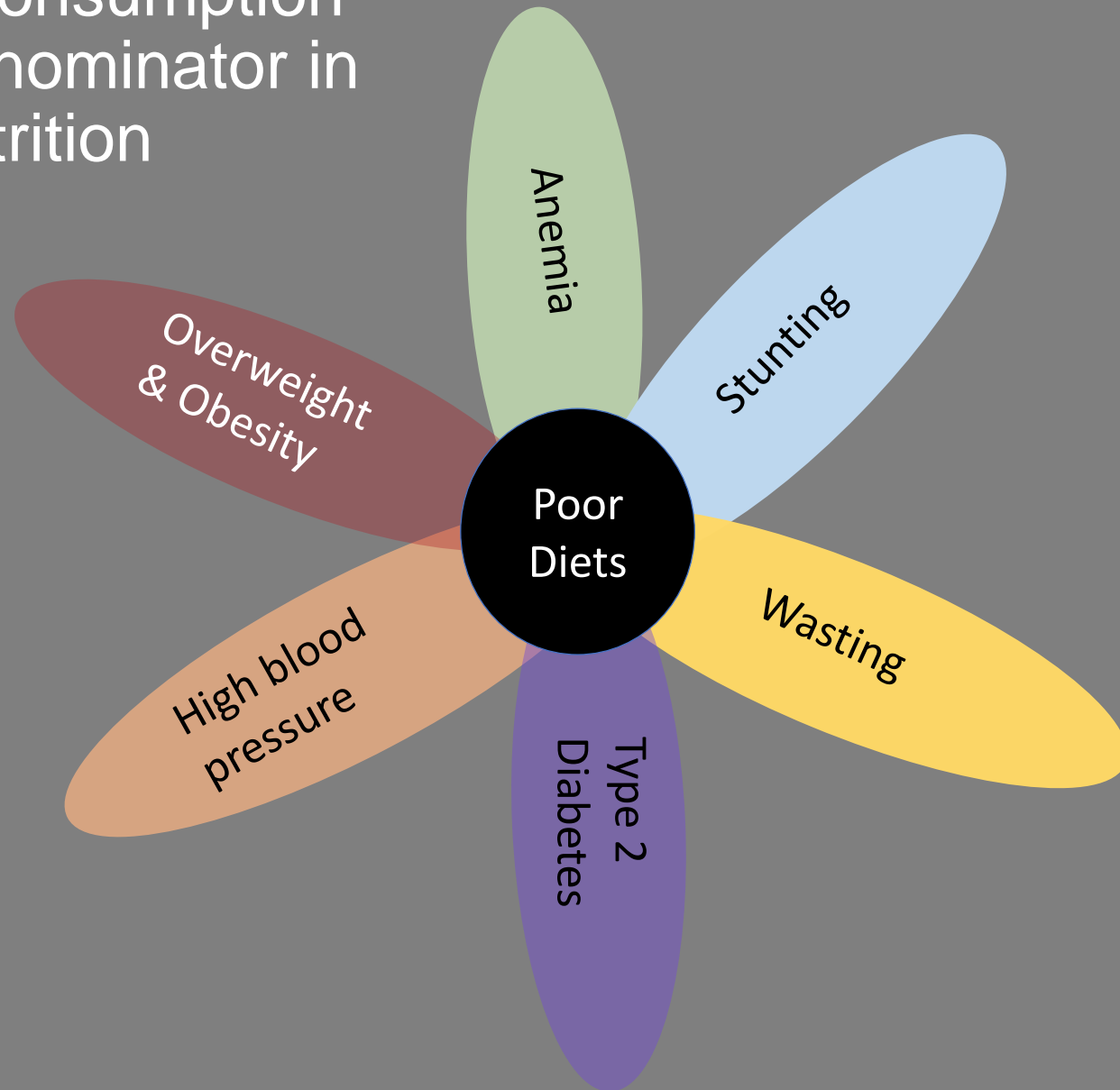
Harvesting Opportunity from ~~Farm to Market~~ Consumers to Farm

The Problem

1 in 3 people worldwide are malnourished



Inadequate food consumption is the common denominator in all forms of malnutrition



Our challenge: Available, safe, affordable,
year round.

Share of per capita
household income
to buy
5 fruits and
vegetables
/day/person



52%

Bangladesh
India
Pakistan

Zimbabwe

Our goal is to bring a desirable, safe, nutritious and affordable food to moms who need them from increasingly longer supply chains.

Production

Storage

Crating and Packaging

Transport

Processing

Markets

Consumer

But we stop short. We do some, but we need to do more.

Production

Storage

Crating and Packaging

Transport

Processing

Markets

Consumer

We work,
invest and
think supply
chain
management.
What about
demand chain
management?

Consumer

Markets

Processing

Transport

Crating and Packaging

Storage

Production

A photograph of a young woman with a brown headwrap and a light blue shirt, carrying a young child with braided hair on her back. They are standing in front of a rustic building with a thatched roof. A black circular graphic with a gold border is overlaid on the left side of the image, containing the name 'Abbey'.

Abbey



Private sector

Retail

Private sector

Wholesale

Processing



Crating and Packaging

Transport



Cold Hubs
Keeping it fresh!

Storage

Cold Hubs
Keeping it fresh!



MUSHROOM APPLE MILK FISH MEAT

SOLAR POWERED COLD STORAGE
FOR DEVELOPING COUNTRIES

Cold Hubs

Post Harvest

Production

Private sector makes up the majority of the actors that bring tomatoes closer to the nutritionally vulnerable.

This is the black box we need to better understand and work with to link production to consumption at scale.

Consumer

Markets

Processing

Transport

Crating and Packaging

Storage

Production

Scaling opportunities

- Start with building demand from consumers. Consider demand-chain management.
- See horticulture in a system - production is one element
- Support Private Sector Innovation. Need to de-risk private investment along the supply chain.
- If we are to measure opportunities from farm to fork, what do we measure as success? Nutritionists would say consumption. Agriculturalists would say production. Banks and businesses would say profit, market share, ROI. What is the common goal to bring all these actors to the table?
- Over time we need to see whether Abbey is finding tomatoes are more safe, affordable and available year round.