

"Economic aspects of developing better technology solutions for better quality"

When developing technologies to reduce food loss, and or to improve quality of produce, it is important to understand the economic aspects of the problem before a development project is initiated. There are many important parameters to map and to understand – what is a typical supply chain from grower to the market, where are the losses occurring, what are the drivers of current shelf life, who bears the losses, etc. Too often technology developers will look only at the total magnitude of the problem and the spoilage challenges, only to find there is no interest in the product, or that selling it to the industry players is very challenging, if not totally impossible. There are unfortunately many good technological solutions that may never get to market, even if they could reduce waste. The presentation will discuss the economic considerations pertinent when initiating product or technology developments.

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