



The Rebirth of Home Country Produce in Fresh Food

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Scope

Key findings

THE RISE OF LOCAL PRODUCE

Desire for unprocessed foods contributes to growth of fresh produce

Eating local produce supports the local economy

Embracing local heritage requires local production to meet demand

Farmers adapt their planting to provide high demand crops

Fewer farm-to-fork miles reduces environmental impact

Pandemic refocuses business priorities for sustainability

Case Study: SinGrow, Singapore

Food safety: trusting where your produce comes from

Case study: smart Food Monitoring, USA

Supply chain transparency more important in a post-COVID-19 world

Case study: Ninjacart, India

THREATS TO HOME COUNTRY PRODUCE

Threats to the rebirth of home country produce

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Rise in online shopping anticipated to continue post-COVID-19

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Case study: Northern Valleys Locavore Store, Australia

Meat kits contribute to the rebirth of home country produce

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Takeaways: alternative business models to propel fresh home produce

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