

Perish to Profit

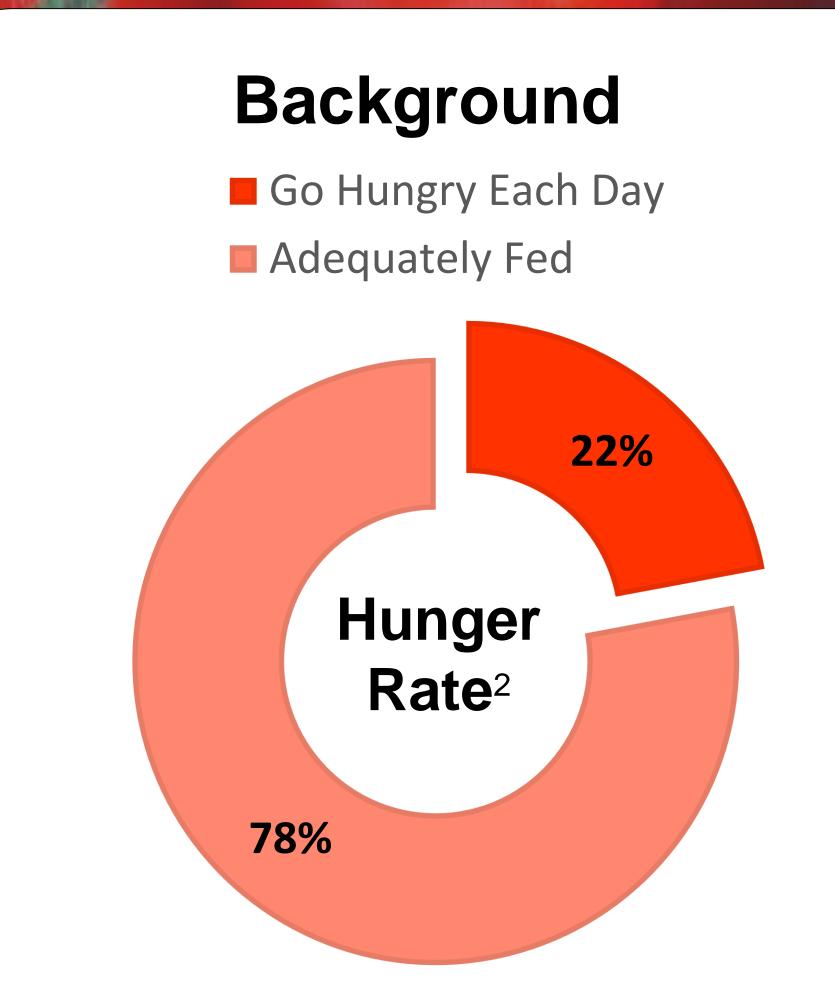
Processing Tomatoes to Generate an Income Stream for a Paraguayan Food Bank

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Abstract

In Asunción, Paraguay, local farmers markets are left with unsold piles of tomatoes every day. Our project focuses on developing a marketable product from these surplus tomatoes that can generate income for Banco de Alimentos, which currently serves 15,000 people.1

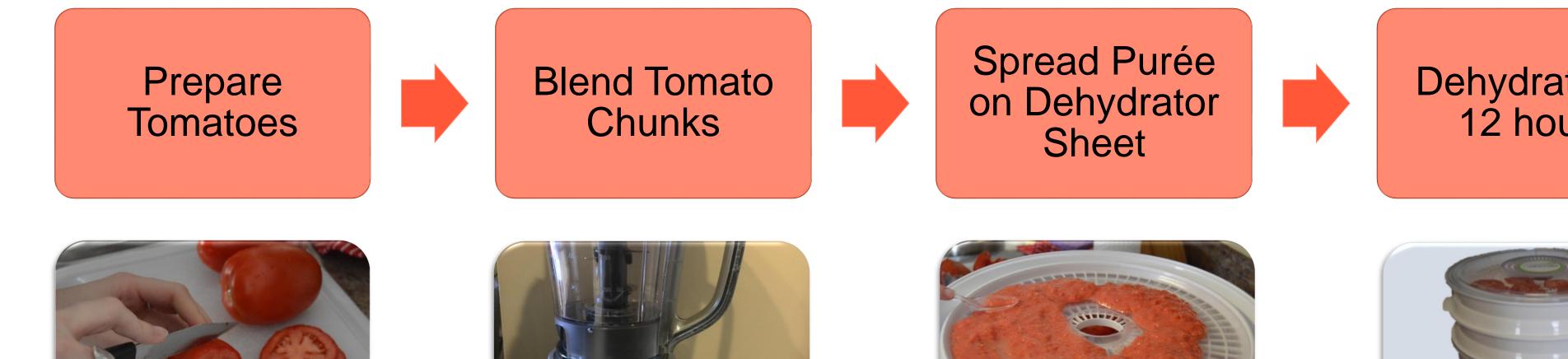
We propose a dehydration process to dry tomatoes and turn them into a powder. When this tomato extract mix is rehydrated, it can be sold to make a tomato paste, soup, and various dishes. The plan we created outlines how this product can be used as a profit for the Food Bank.

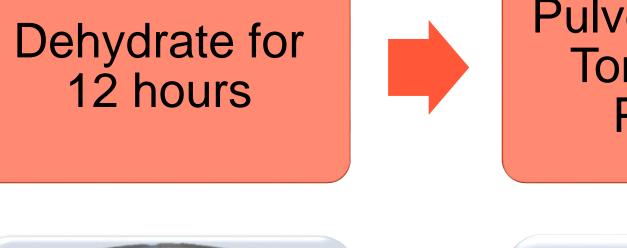


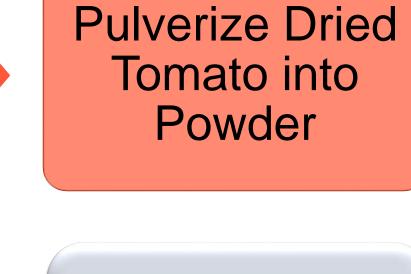
Objectives

- 1. To reduce tomato waste in Paraguay.
- 2. To create a plan for processing ripe tomatoes.
- 3. To provide a supplementary income for Banco de Alimentos³.

















Perish to Profit Plan

Identify Surplus

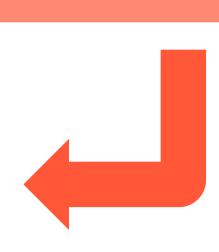
Manufacturing

Marketing

Outline for Banco to produce Mezcla de Tomate

Tomato extract is a common base in many dishes

Projections

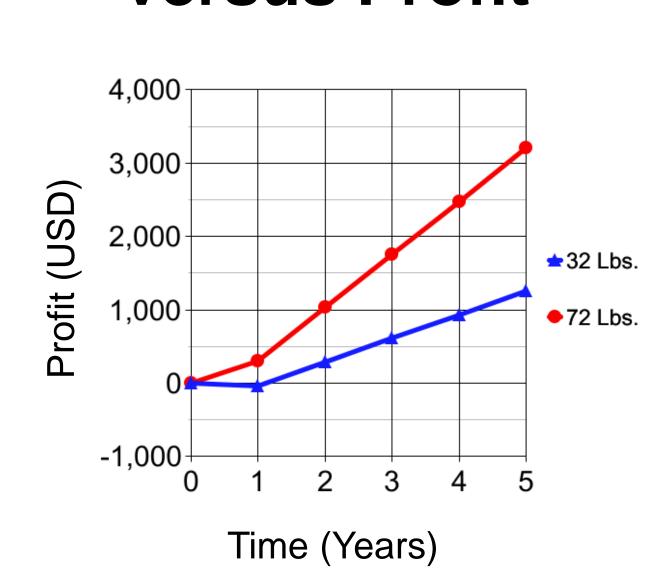


For annual profit of 24,000 USD, investment starts at 10,000 USD. This requires 744 lbs. of tomatoes per day.



Social Enterprise

Inflow of Tomatoes versus Profit



Sample Product **Packaging**



Benefits



Growth for the Process Excalibur Dehydrator, photographed by Larry Jacobsen⁴



Acknowledgments

We would like to thank Martín Burt, Jim Monaco, Professors Frances Hoy and Yael Schwartz, and our advisors, Professor Nikitina and Angela MacLeod, for guiding us throughout our project.

Selected References

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4. Jacobsen, Larry. "Dehydrator (Excalibur)." Flickr. Yahoo!, 30 Dec. 2008. Web. 07 Dec. 2016. https://www.flickr.com/photos/ljguitar/5399974994.