

## Post-harvest losses & the race against time

- 30% of produce goes to waste
- Quick deterioration of produce is a significant challenge for farmers
- Lack of affordable off-grid cooling solutions is a major constraint for



# Pre-cooling: taking our time... (and our power)

- First hours after harvest are crucial
- Removing field heat quickly will extend shelf

life by days



#### **Technology**

Yes, I know...



### ...or a "head-cooling" bag





### The impact

- Food safety by reducing the losses
- Health by preserving nutrients
- Prosperity through fair trading

And now, we have more time



### Thank you

- yairnew@gmail.com
- +972 54-4461860
- https://www.linkedin.com/in/yair-hadash