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.

Background
- Go Hungry Each Day: 22%
- Adequately Fed: 78%

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
1. Identify Surplus
2. Manufacturing
   - Outline for Banco to produce Mezcla de Tomate
3. Marketing
   - Tomato extract is a common base in many dishes
4. Projections
   - For annual profit of 24,000 USD, investment starts at 10,000 USD. This requires 744 lbs. of tomatoes per day.
5. Social Enterprise

Inflow of Tomatoes versus Profit
- 30 lbs.
- 72 lbs.

Sample Product Packaging

Benefits
- Reduce Produce Waste
- Growth for the Process
- Generate Income

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Selected References