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Farm2Fork – web portal

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ABSTRACT

Farm2Fork is an online platform and mobile application designed to connect local farmers directly with consumers, promoting a farm-to-table approach. The system enables customers to order fresh, organic fruits and vegetables conveniently, while supporting local farmers by reducing the role of middlemen. The mobile app is designed to be simple and user-friendly, allowing customers to select their desired delivery time and place orders with ease. On the backend, a web portal is managed by the platform owner to monitor incoming orders, manage product availability, and ensure timely deliveries. The system includes features such as customer information management, product menu management, and report generation.

Keywords:- Cash on Delivery(COD), Estimated Time of Arrival(STA), Content Delivery Network(CDA), User Interface(UI).

INTRODUCTION

The Farm2Fork portal is an online platform designed to connect local farmers directly withconsumers, allowing them to buy and sell fresh, organic vegetables and fruits. By eliminating, middlemen, Farm2Fork ensures that consumers get fresh produce at fair prices, while farmerscan earn better income by selling directly to their customers.The portal offers a wide range of features, including an easy-to-use catalog for browsing fresh produce, secure online ordering, home delivery, and subscription-based produce boxes. Farm2Fork also promotes transparency by providing detailed information about the farmers,their farming practices, and the origin of the produce. In addition to benefiting consumers and farmers, the platform supports sustainable agriculture by encouraging eco-friendly farming practices and reducing the carbon footprint associated with long-distance food transportation. The ultimate goal of Farm2Fork is to create a healthierfood system, where fresh, locally sourced food is accessible to everyone, while supporting local economies and promoting sustainability. Consumers, on the other hand, can browse fresh items, view farmer profiles, read aboutfarming methods, and make secure payments. Features like real-time order tracking, deliveryscheduling, and customizable subscription boxes make the buying process smooth and convenient. By building a community around local, healthy, and sustainable food, Farm2Fork notonly improves market access but also encourages people to make informed and healthier foodchoices.

LITERATURESURVEY

The literature survey on existing fruit and vegetable selling platforms reveals critical insights that shape the design and development of the Form2Fork portal. Most earlier systems focusedon eliminating intermediaries by enabling direct transactions between farmers and consumers,which increased farmers' profits. However, these platforms often lacked advanced features that could support scalability, efficiency, and trust. Additionally, previous systems lacked mechanisms for verifying product quality, which affectedbuyer trust. Therefore, integrating features like customer reviews, quality ratings, andoptional certifications will be important in Form2Fork to build transparency and credibility. In conclusion, the literature survey identifies both the strengths and shortcomings of previous systems, providing a solid foundation for the Form2Fork portal to evolve as a more reliable, scalable, and user-centric solution for fresh produce trading.

PROPOSEDWORK

The proposed work for the Farm2Fork web portal focuses on developing a robust, user-friendly, and efficient online system that bridges the gap between local farmers and consumers. The primary goal is to create a streamlined platform for the ordering and reservation of fresh fruits and vegetables, with features that ensure ease of use, reliability, and transparency.

Key System Modules:

- **User registration and login**-
  For both farmers and consumers, with role-based access control.
- **Product listing**-
  Includes details such as product name, price, available quantity, images, and farming methods (e.g., organic, hydroponic).
- **Search and filter options**-
  Allows users to easily browse and find products based on category, price range, availability, or farming type.

- **Secure payment gateway integration**-
  Enables consumers to make online payments safely using credit/debit cards, UPI, or other digital methods.
- **Order management and tracking system**-
  Lets users place, view, and track their orders; while farmers/admins can manage order statuses and inventory updates.
- **Delivery management system**-
  Assigns delivery slots, manages delivery personnel, and tracks fulfillment to ensure timely deliveries.

Future Scope:

The scope of proposed system defines the features of the system. In future produce web portal to adding the featuresof following: -
1) Provide dynamic menu
2) Live status of store.
3) Order the vegetable from tablet or mobile.
4) Payment through application.

CONCLUSION

The Farm2Fork portal presents an innovative and practical solution to modernize the way fruits and vegetables are distributed and consumed. By directly connecting farmers with consumers, it not only empowers local producers but also ensures access to fresh, organic, and affordable produce for end-users. The platform addresses keychallenges in the traditional supply chain such as middlemen exploitation, post-harvest losses, and limited market access for small-scale farmers. Through its integration of e-commerce, real-time inventory, logistics support, and mobile accessibility, Farm2Fork fosters a transparent, efficient, and sustainable farm-to-table ecosystem. the basic operation of fruits, vegetable and beverage processing. by identifying markets to sell fruits and vegetables, creating a marketing plan and executing sound financial planning, a business is better able to ensure they are operating a profitable enterprise. As demand for healthy and locally-sourced food continues to grow, the Farm2Fork model has the potential to transform agricultural marketing, support rural economies, and promote healthier lifestyles in both urban and rural areas.

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