

ABSTRACT

Food waste has become an increasingly concerning problem in both developed and developing countries. The emergence of food waste will have environmental, economic and social impacts. The majority of food waste generated is vegetables and fresh food products. This study aims to determine the phenomenon of food waste, find out the factors that cause it, and find ways to reduce food waste in fresh vegetable traders in Purwokerto Traditional Market. The object of research involved participants as many as 127 fresh vegetable traders in Purwokerto area market. This research was conducted quantitatively and qualitatively. The statistical method used was Chi Square. The results of this study indicate that demographic factors have a significant influence on the logistics activities of fresh vegetable traders on the occurrence of food waste. These demographic factors include age, gender, daily turnover and the name of the market or market where they sell. Mitigate food waste by paying attention to packaging according to the type of vegetable. In addition, traders with high turnover are expected to pay attention to the strategy of purchasing vegetables from suppliers so as not to experience overstock. Recommendations for traders, especially those who sell on a large scale, to be able to pay attention to decisions in taking vegetables from suppliers are also expected to evaluate orders regularly to match market demand and manage vegetable turnover more regularly.

Keywords: *Food Waste, Fresh Vegetables, Procurement, Retail*