

ABSTRACT

Food loss is defined as the loss of a portion of food that is still raw but cannot be processed into a product because the resulting material does not meet the desired quality. Food loss cases in cow's milk are mostly caused by spillage and deterioration of milk quality during the manual milking process, shipping process and distribution process. In addition, it is important to pay attention to the attitude and performance of farmers towards food loss. The problem regarding the attitude of farmers that often occurs is the low attitude of responsibility of farmers in doing something. This study aims to determine the effect of farmer attitudes on the occurrence of food loss in the milk supply chain. The method used is quantitative with Multiple Linear Regression Test. The results of the multiple linear regression test show that the Harvesting variable affects the occurrence of food loss in fresh milk supply chain activities. Activities in Harvesting that cause food loss include the cleanliness of tools and containers used by farmers when milking, cleanliness of cages and cows, manual milking techniques and the use of supporting equipment during the milking process. Therefore, it is necessary to conduct regular counseling programs to stakeholders in the supply chain related to food loss mitigation. The influence of Production, Harvesting, and Inventory variables contributes to food loss by 43.71%, while the remaining 56.29% is influenced by other factors outside the scope of the study.

Keywords: *Farmer Attitude, Food loss, Milk, Supply Chain*