

ABSTRACT

Food waste has become an increasingly concerning issue. Food waste impacts environmental, economic, and social. Indonesia is ranked second in the world after Saudi Arabia in producing food waste, and the majority of food waste produced is from fruit and vegetables. This study emphasizes fresh fruit compared to vegetables because there are still few previous studies that specifically discuss the occurrence of food waste. The study aims to determine the phenomenon of food waste and to trace the factors that cause and efforts to minimize food waste in fresh fruit merchants. Food waste at fresh fruit merchant. The research respondents involve 110 fresh fruit merchants in Purwokerto, Indonesia. The method used is quantitative by distributing questionnaires directly, and the statistical test used is Chi-Square. The results showed that demographic factors significantly affected the logistics activity of fresh fruit merchants on the occurrence of food waste. The demographic factors include fruit diversity, daily turnover, experience, and stalls or stores area. To avoid damage quickly, food waste mitigation approaches for local fruit should be the same with international standards. In addition, fruit merchants with less sales experience are expected to participate in training. Fruit merchants with a small daily turnover are expected to minimize purchasing imported fruit and use a transshipment system.

Keyword: *Food waste, Fresh fruit, Merchant, Mitigation practice, Purwokerto*