

ABSTRACT

Vanuatu is a country in the southwest Pacific Ocean, east of Australia, and west of Fiji, its economy is based on agriculture, which employs 80% of the labor population and comprises small farms and the production of cash commodities like coconuts, taro, cassava and other products/root crops. There are many ways to market farmer's crops, yet many still employ traditional methods of selling their goods, they may sell it to adjacent stores, markets or customers can buy it directly from them. According to the Food and Agriculture Organization one third of all food produced for human consumption is wasted. Agricultural e-commerce services have increased market efficiency, which has led to lower post-harvest waste, hence with online platforms, farmers are no longer required to choose between accepting subpar pricing offered by intermediaries and looking for a last minute buyer, which increases the risk of post-harvest losses. As a result, there is less post-harvest waste and the fruits plus root crops are fresher and more nutrient rich when it gets to the customer faster and another major benefits for farmers are their profits increased market pricing visibility and transparency given by internet platforms. This paper covers the application (Go Market) that would be created and develop, which will be the answer to the issues Vanuatu's farmers are facing with the traditional way of marketing their products. Method in this paper started with a review of the literature, then the problem identification and development using the Software Development Life Cycle methodology, also discusses the hardware requirements, software prototype, activity diagram, workflow, and flowchart, and to conclude with the final front end UI prototype as well as the report conclusion.

Keywords: Farmers, Ecommerce in Agriculture, E commerce in Food Service Industry, Android-Based