Trace: FairFood Traceability Solutions

Easy-to-use solution for food traceability

Trace technology is an advanced tracking solution for agricultural and food-related companies, offering transparency and sustainability. It enhances consumer trust by providing clear and verifiable data about a product's journey and ethical production practices.

This technology is pre-validated.

9·7 Scaling readiness: idea maturity: 9/9; level of use: 7/9

11,070 USD
Initial investment

110 USD
Social Return on Investment per farmer per YEAR

22.14 USD
subscription/user/year

3,320 USD
Operating Investment /YEAR

IP
Open source / open access

Problem

- Agri-food companies struggle with risk mitigation in their operations.
- Transparent traceability of agri-food products is challenging to ensure.
- The food industry lacks sufficient tools for storing and managing essential data.

Solution

- Traceability solutions enable showcasing the precise origin of products.
- Transparent sharing of evidence supporting brand values with the public.
- FairFood's traceability solutions contribute to increased income for farmers.
- Foster transparency and trust, helping create fairer compensation mechanisms within the agri-food supply chain.

Key points to design your business plan

FairFood Traceability Solutions offers an approach to improving transparency and trust in the agri-food supply chain. While implementing the technology may incur

- Initial costs for hardware, data access, and training,
- potential benefits include enhanced consumer confidence, improved product quality, and increased market competitiveness.
- Overall return on investment depends on factors like farm size, existing practices, and market conditions.

Gender assessment 3

Climate impact 6

Fairfood
Marten van Gils

Commodities

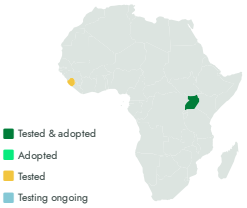
Common bean, Cassava, Cowpea, Leguminous, Maize, Sorghum/Millet, + 9 more

Sustainable Development Goals

Categories

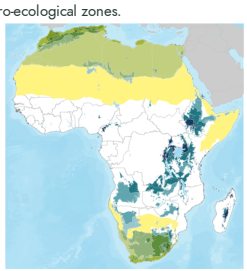
Production, Prevention & storage, Transformation, Market, Pre-production, Digital applications, + -3 more

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Breeders, Farmers, Processors, Fish Farmers, Sellers