

# 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.



**FAIRFOOD**

**Fairfood**  
Marten van Gils

**Commodities**

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

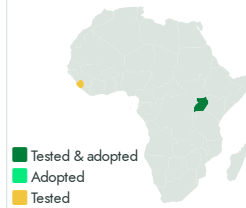
**Sustainable Development Goals**



**Categories**

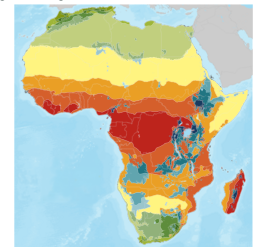
Production, Prevention & storage, Transformation, Market, Pre-production, Digital applications, + 3 more

**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

This technology is **pre-validated**.

9·7

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

**10,000 €**

Initial investment

**100 €**

Social Return on Investment per farmer per YEAR

**20 €**

subscription/user/year

**3000 €**

Operating Investment /YEAR



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



Trace

<https://e-catalogs.taatafrica.org/com/technologies/trace-fairfood-traceability-solutions>

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