

# 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

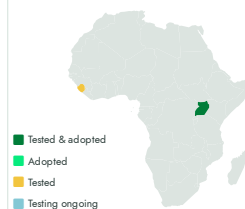
Sustainable Development Goals



Categories

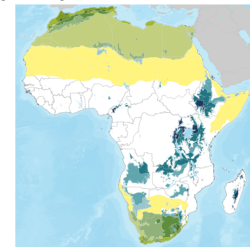
Production, Prevention & storage,  
Transformation, Market, Pre-production,  
Digital applications, + 3 more

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

Gender assessment **3**

Climate impact **6**

## 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 project

"FairFood Traceability Solutions" offers a digital platform to enhance transparency and trust in the agri-food supply chain. To integrate this technology into your project,

- Accessing the platform and installing the necessary software, considering associated costs.
- Configure the platform with relevant supply chain information and provide training and ongoing support to personnel.
- Utilize the platform to track product movement and share transparent information.

**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



Trace

<https://taat.africa/gbu>

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