Coffee value chain: traceability and transparency

By

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.
Item 4: Greater transparency in commodity markets

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Coffee value chain: traceability and transparency
ENABLING A NEW SUSTAINABLE FOOD SUPPLY CHAIN ERA
through technology and innovation
Humanizing consumption through technology

Connecting the food supply chain to make data more accessible

Enabling all players to bring more transparency and efficiency to their business

Delivering Digital tools for global scaling
COLLABORATIVE ECOSYSTEM

FARMER ID

COMMUNITY BUILDER (ORIGIN MODULE)
- Register & interact with your producers

TRACE MODULE
- Trace your products through complex supply chains

PRODUCTS MODULE
- Register & manage your SKUs for Thank My Farmer

SUSTAINABILITY PROJECTS MODULE
- Manage your sustainability projects at origin

THANK MY FARMER

FARMER CONNECT HUB
in partnership with IBM

Register & interact with your producers
FARMER ID

We need trusted data from source:

- Digital credentials. Issued, validated and transferred downstream
- Credentials securely stored on a device or in the cloud
- Seamless integration downstream through automatic transaction data upload

SOIL  CO2  TREES  etc.
WHAT’S UNIQUE?
Not only collecting data, but quality, validated data

Validator
e.g., farmer, NGO, local partner, data point (satellite imagery, GPS)

Data point
e.g., Regenerative agriculture, deforestation-free area

Issuer
e.g., Supply chain partner

Digital credential

Digital wallet
• Digital sourcing report

• Flexible data upload through either spreadsheet templates for quick & tangible results or API integration for fully automated system upload

• Data access is permissioned on a document, counterparty, and organization level, allowing for maximum control when it comes to data sharing with ecosystem participants

• Data storage on a blockchain core, creating a tamper-proof & auditable system of record

• Platform core modules offer diverse suite of APIs for fast & tailored data retrieval
• Brand-endorsed sustainability projects are automatically tied to respective brand products

• Automatic integration with the farmer connect® Hub and blockchain data means product trace information is up-to-date and reliable
IN PRODUCING MARKETS

WITH PRODUCTS ON SHELVES IN MARKET

WITH THANK MY FARMER SUSTAINABILITY PROJECTS

*2021
TECHNOLOGY ROADMAP

Offering cutting-edge technology to build innovative digital products with superior User Experience – which in turn enable the **data integration & networks today**, needed to power **tomorrow’s intelligent automation**.

**Data integration & networks**

**Enterprise-grade Blockchain** core powering the Farmer Connect Platform, creating a reliable & secure data layer for the Farmer Connect ecosystem.

Farmer ID’s **Self-Sovereign Identity** framework, enabling producers to gain control over personal data, facilitating the integration & management of sensitive personal information.

**Intelligent automation**

Direct integration of **Smart Devices & IOT** to obtain data securely and directly from the source, as well as partnerships with other **Industry Platforms:**

- Yara’s Open Farm & Field Data Exchange (ODX) platform *(confirmed)*
- Cargoo’s shipping & logistics platform *(in discussion)*
- Cropster *(in discussion)*

This will allow new business insights through **Big Data & Analytics**, where the analysis of large volumes of data will help clients better understand their supply chains, improve efficiencies (e.g. ETA, production planning), allow industry benchmarking and provide relevant recommendations for next steps of action.

Ultimately, (verified) high-quality data together with intelligent decision making in the form of **AI & Smart Contracts** will allow businesses to fully automate processes, such as automatic release of payment upon contract fulfilment or immediate freight booking & pooling for approved and released goods, enabling a new kind of **Marketplace** for small-holder commodities.
POWERING CHANGE TOGETHER

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