United Nations Conference on Trade and Development

Multi-Year Expert Meeting on Commodities and Development

8-9 February 2021, Geneva

Coffee value chain: traceability and transparency

By

Michael Chrisment, CEO, farmer connect SA, Geneva, Switzerland

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.

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UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT
CONFÉRENCE DES NATIONS UNIES SUR LE COMMERCE ET LE DÉVELOPPEMENT

Multi-Year Expert Meeting on Commodities and Development Twelfth session
8 and 9 February 2021, virtual meeting

Item 4: Greater transparency in commodity markets

Mr. Michael Chrisment, CEO, farmer connect SA, Geneva, Switzerland

Coffee value chain: traceability and transparency

farmer connect®

ENABLING A NEW SUSTA
FOOD SUPPLY CHAIN ERA

through technology and innovation

SUPPORT SDG&ESG GOALS

Humanizing consumption through technology

Connecting the food supply chain to make data more accessible

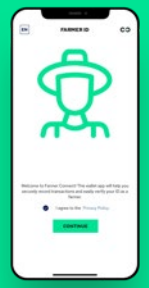
Enabling all players to bring more transparency and efficiency to their business

Delivering Digital tools for global scaling

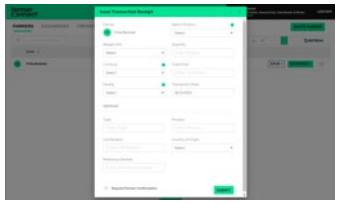
COLLABORATIVE ECOSYSTEM

FARMER
COOP
EXPORTER
CERTIFICATION AGENCY
TRADER
NGO
PAYMENT PARTNER
PORT
SHIPPER
MANUFACTURER
GOV'T
BRAND OWNER
RETAILER
CONSUMER

FARMER ID

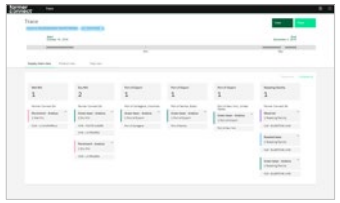


COMMUNITY BUILDER (ORIGIN MODULE)



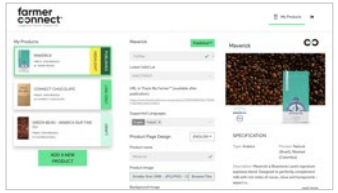
Register & interact with your producers

TRACE MODULE



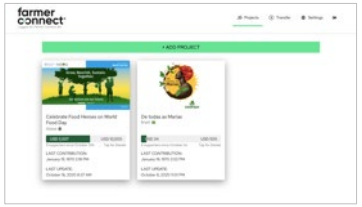
Trace your products through complex supply chains

PRODUCTS MODULE



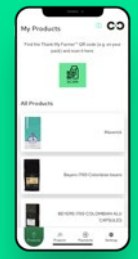
Register & manage your SKUs for Thank My Farmer

SUSTAINABILITY PROJECTS MODULE



Manage your sustainability projects at origin

THANK MY FARMER



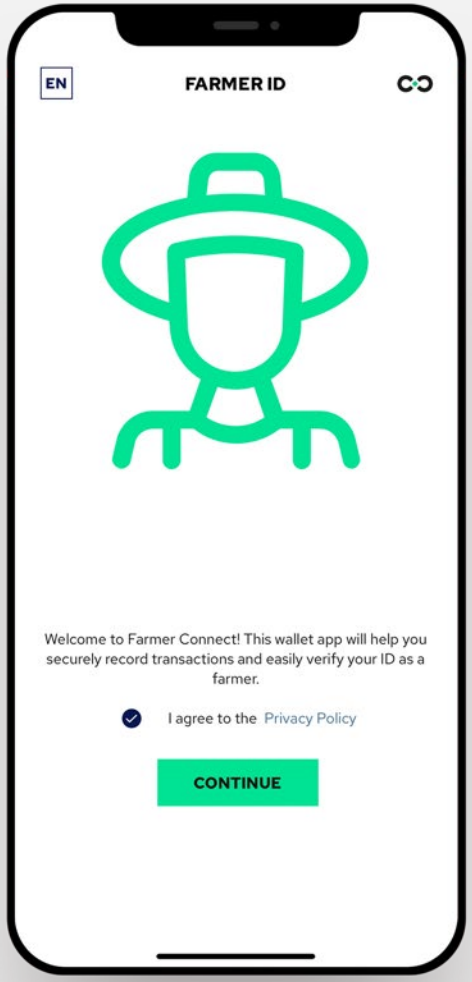
FARMER CONNECT HUB
in partnership with IBM

FARMER ID

We need trusted data from source:

SOIL CO2 TREES etc.

- 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



WHAT'S UNIQUE?

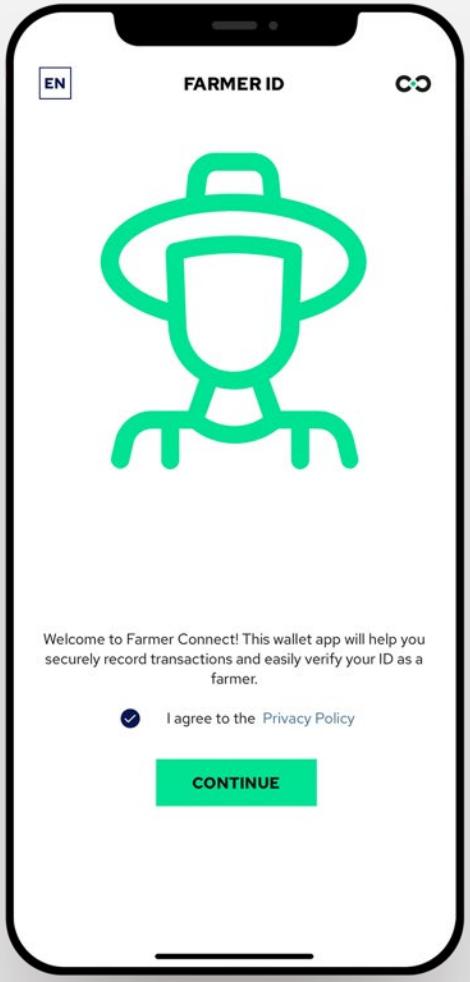
Not only collecting data, but quality, validated data

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

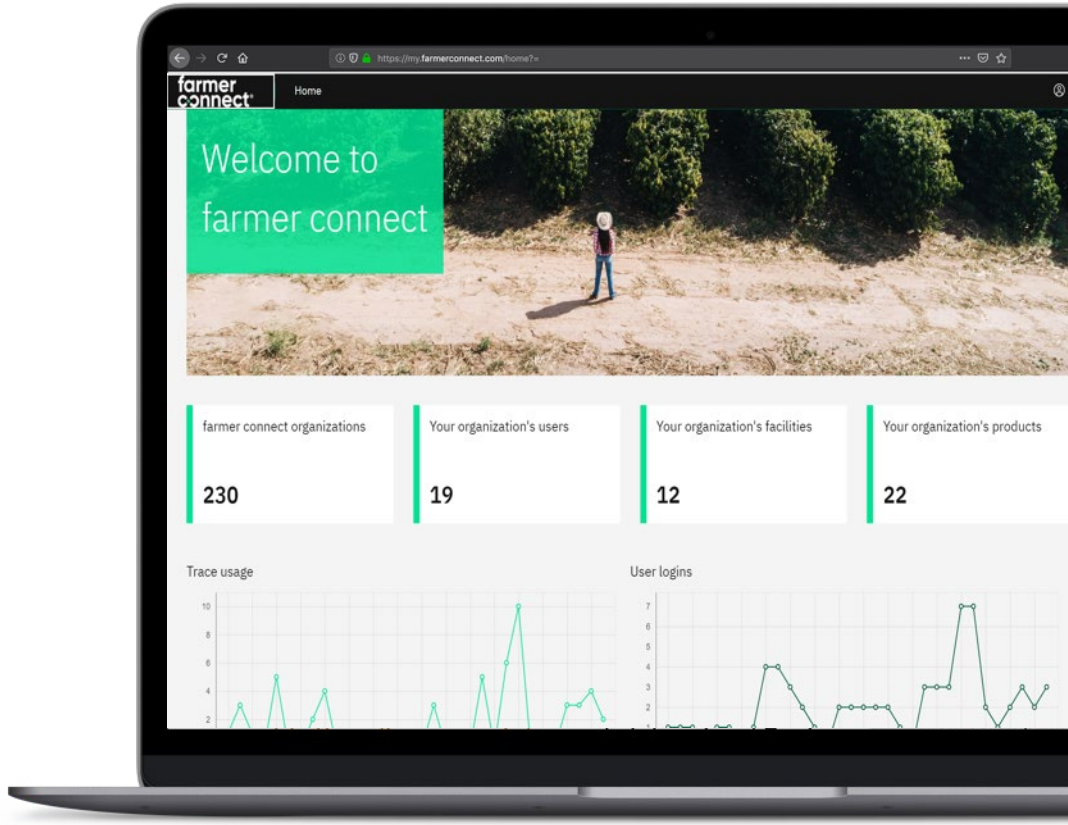
Digital credential



Digital wallet

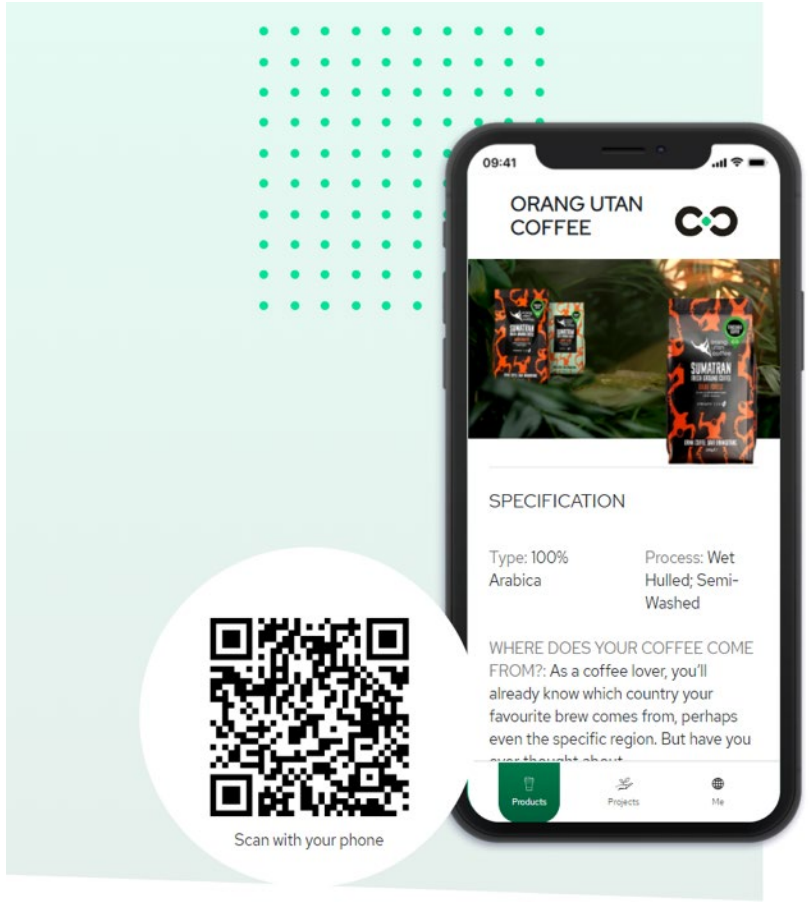
CONNECT HUB

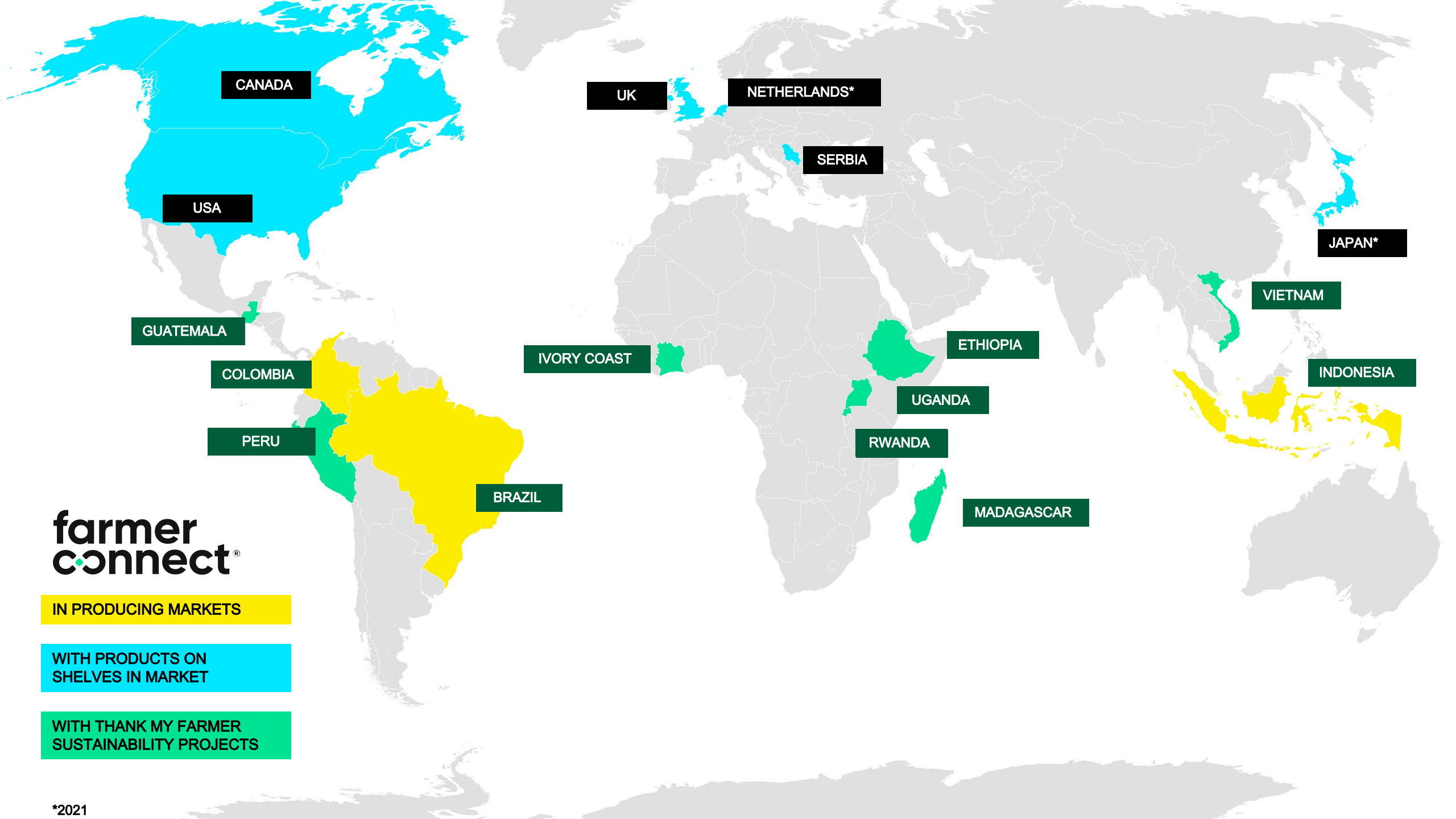
- Digital sourcing report
- Flexible data upload through either spreadsheet templates for quick & tangible results or API integration for fully automated system upload
- Data access is permissioned on a document, counterparty, and organization level, allowing for maximum control when it comes to data 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



THANK MY FARMER

- 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





farmer connect®

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**

poatek

trinsic

IBM

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)*

to significantly increase the volume & quality of data available in the ecosystem

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

YARA

cargoo.com powered by Commodity Supplies

cropster

farmer connect®

POWERING CHANGE TOGETHER

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CEO

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