Compliance made easy for farmers, business and Governments

Nico Broersen / Founder
Mission

- The AgriPlace Global Farm Platform is an initiative of the People 4 Earth Foundation, a social enterprise based in Amsterdam.

- Our mission is to create sustainable and socially just food supply chains by making data and technology work for food compliance.
Problem in the market to comply with standards

- Worldwide more than 400 standards / market requirements; food companies, retailers, traders, Governments, certification standards, quality standards, etc.
- All standards have different criteria and assessments
- No exchange of data possible / no interoperability
- Resulting in high (certification) cost for business, farmers, etc.
- No transparency and no trustworthy info for consumers
The solution AgriPlace offers

1. A **practical solution** to make compliance easy for farmers, cooperatives, traders, auditors and other stakeholders
2. A Framework to **classify market requirement** criteria
3. Allowing **differentiation** of product segments based on quality
4. Lowering **audit cost** by digitizing data and evidence documents
5. Of-site **farm audits** and monitoring becomes possible
6. Farmers get **access to markets** and buyers
7. Enabling and **growing global trade**
8. Global system, **local implementation** and ownership
International solution

AgriPlace is active in 5 countries

1. The Netherlands
2. Spain
3. South Africa
4. Ghana
5. Costa Rica

-> Kenya and India will start in 2018

- Available in English, Spanish and Dutch
- French and Portuguese will follow next
- Other languages on request of business or Governments
AgriPlace Platform

1. Farmers
   - Data structure
     - Social
     - Governance
     - Products
   - Farms
   - Plots

2. Farm group
   - Certification
   - Continuous monitoring (KPIs)
   - Training

3. Program management

4. Integration layer (app store, web services, reporting)

Countries:
- Netherlands
- Kenya
- South Africa
- Ghana
- Spain
- Costa Rica
User groups

- Farm
- Auditor
- Farm Group
- Trader
- Standard
- Farm Advisor
Compliance today

(Example: South Africa)
Compliance with AgriPlace

- Data and evidence linked between standards
- Farmers own and can reuse their data
- AgriPlace saves time and costs
AgriPlace for Farmers
Re-use of data across standards

Standards
- M&S
- Field to Fork
- GLOBALG.A.P.
- M&S
- Certified
- Fairtrade
- NURTURE
- FairTrade

Questionnaires

Evidence
- Social Evidence
- Food Safety Evidence
- Environment Evidence
Big Data

Data per Farm

Social Evidence

Internet of Things
Sensors
Satellite
Big data

Food Safety Evidence

Data collection

Farm base

Data per Farm

Environment Evidence

Impact analysis
SDG Reporting
Bench marking
Monitoring

Reporting & monitoring
Data lake

Break farm down into items

- Plot location
- Plot ID
- Fertilizer applications
- Crop protection applications
- Soil data
- Weather data
- Harvest data
- Farm location
- Irrigation data
- Etc.

DATA FIELDS (EDI Crop)

DATA LIBRARY
Data registration per plot

Note: example of CROP-R Farm Management System
AgriPlace for Groups
## Using a Framework to link and re-use data (ITC based)

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Open Platform interfacing with local and global systems and apps

- Accountants
- Auditors
- Satellite data
- Open data
- Farm Management Systems
- Suppliers
- Investors
- Apps of 3rd parties
- Traders
- Retailers
- Government

AGRIPLACE
Out of the box solution: each country their own platform!

Value Proposition for countries (1)

1. Every country can implement their own version of the Farm Platform for their farmers in their own language as a solution and compliance tool (Platform as a Service / country ownership)
2. All relevant local and global standards will be made available
3. UN/CEFACT – EDI Crop messages etc will be used for data exchange
4. Local Governance / farmers own their own data
5. Improving food safety, sustainability, food security, etc.
6. Suggestion: implementation in one country in 2018 in the EU as pilot
Benefits for each country and/or food industry

Value Proposition for countries (2)

1. Statistics: insight in all plots, products, production, certification, etc.
2. Transparency and trustworthy information for consumers
3. Reducing cost of certification with 25-50% / Harmonization of standards
4. If countries offer this infrastructure, the cost per farmer will be very low
5. Enabling and growing global trade
6. Making data and technology work for farmers

Note: could become part of the Trade Control & Expert System (TRACES) – the existing EU electronic system for tracking movements of food products across the EU. Is already used for organic products.
www.agriplace.com

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People 4 Earth Foundation
www.people4earth.org
PARTNERS AGRIPLACE FARM DIGITAL

[Logos of various partners]

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