

Opportunities and challenges for technology and digital innovations for sustainable agri-food supply chains

Presentation to FRUCOM,
Anne Jorun Aas, CEO Farmforce

570 million
smallholder farms

Produce 60% of the worlds food

Efficiency

MIND THE GAP

Environment

Social

Increasing pressure and commitments to solve

OUR COMMITMENT TO **Communities**

McCormick is working with almost **16,000 farmers** to improve their resilience and livelihoods.



sourcing palm oil



Cocoa for Generations

Saving Tomorrow's Cocoa, Today

We're investing more than \$1 billion to make our cocoa supply chain sustainable.

MARS

OF CHILD LABOUR

**ZERO NET
EMISSIONS
BY 2050**

*Nestlé is accelerating
its actions*



Key attributes for sustainable 1st mile production



Farmers

- Have the knowledge to produce sustainably
- Are enabled and incentivized to do so



Buyer / Sourcing company

- Buys only from sustainable farmers
- Make sure the farmers get rewarded for right behavior



End consumer

- Has sufficient information on sustainability of products
- Chooses sustainable products

**Transparency
is a
prerequisite**



- Building trust and transparency

At a glance

Agri-tech SaaS company with focus on 1st mile operations in emerging markets

Founded in 2017, leveraging 5 years experience as non-commercial entity started by Syngenta Foundation

Customers: organizations buying or working with smallholders – increasingly large global players

Track record



580,000+ farmers on platform



150+ Deployments



40+ Crops



Platform in **15** languages



Active in **30** countries

Vision: Building trust and transparency

Mission:

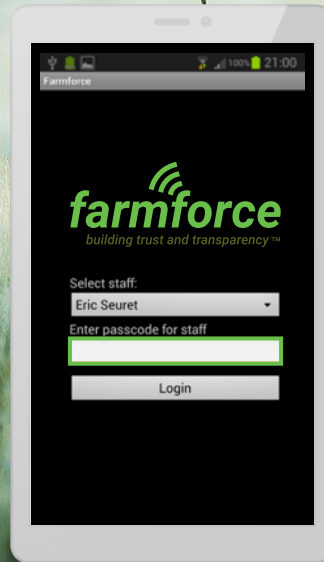
Digital solutions to secure sustainable sourcing, better farmer quality of life and protection of the environment

Values:

Tenacious
Pragmatic
Collaborative

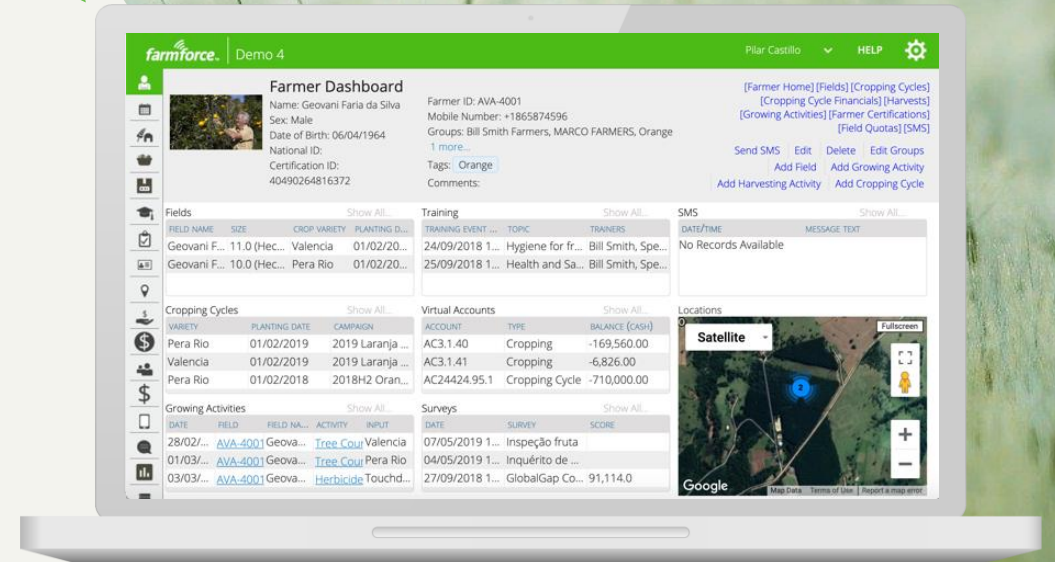
The Farmforce solution to secure, sustainable sourcing

Mobile app



Cloud-hosted
web and mobile
solution

Web platform



Value proposition

Smallholders



Buyers



Transparent, efficient, fair



Digital
identity



Finance
& inputs



Training &
certification



Export
markets



Farm
management



Traceability
to field



Reduce
fraud



Quantify
impacts

Significant Traction

590,000+

farmers on platform

150+

deployment

40+

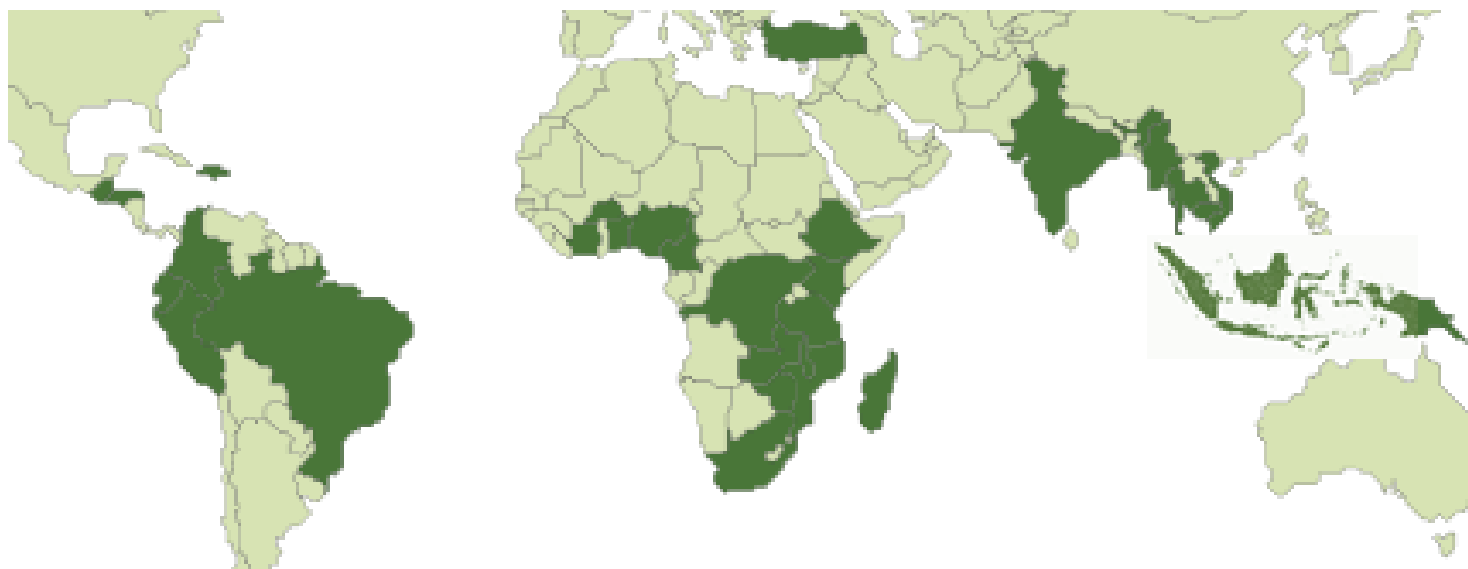
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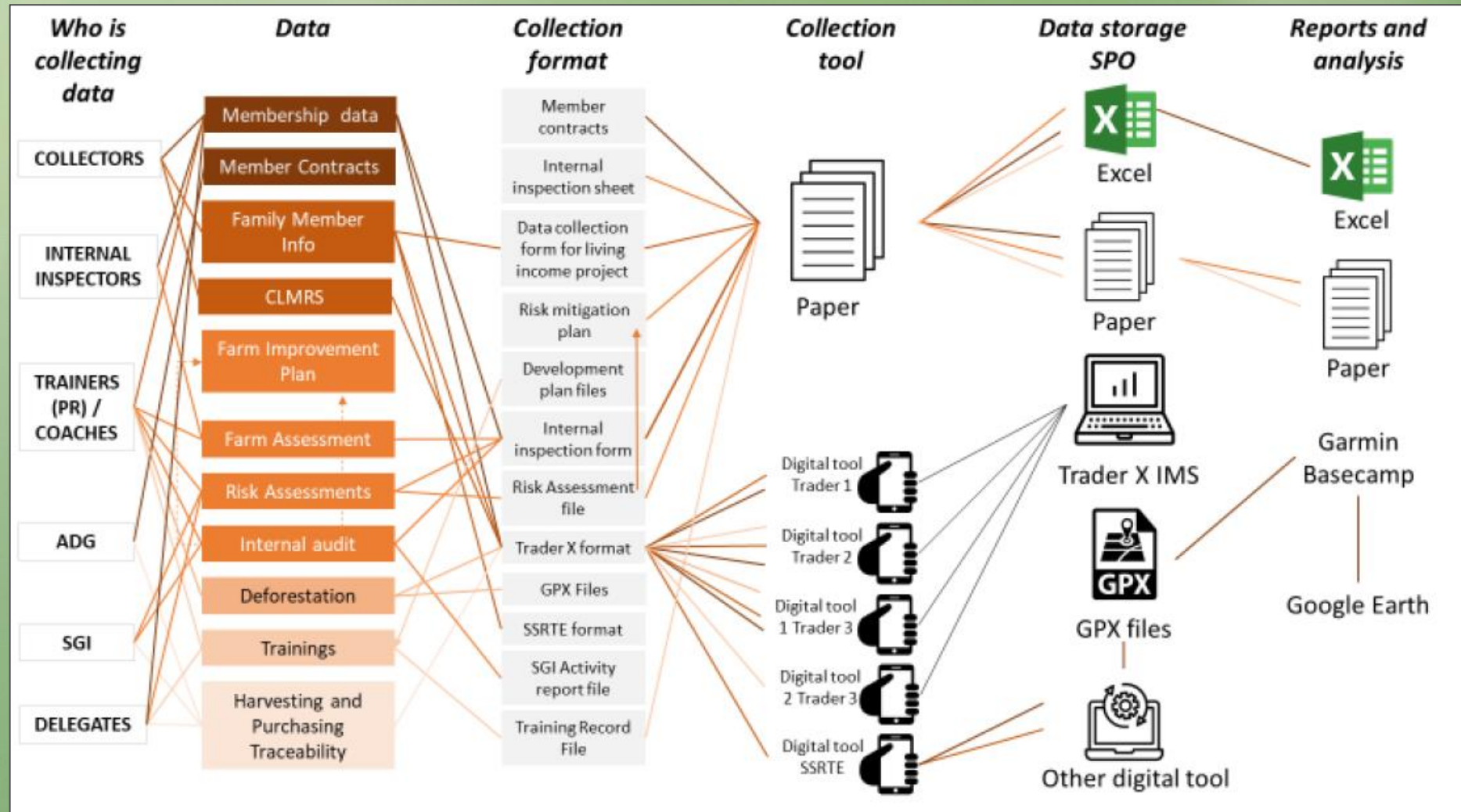
languages

30

countries



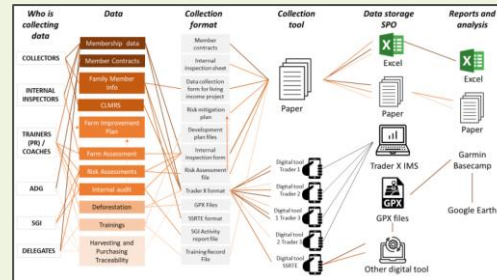
The SPO Challenge



Who Can Choose to Make a Difference?



Independent SPO



Kütaş Herbs & Spices



Kütaş - World's largest producer of oregano

- Organic, GLOBALG.A.P. and Rainforest Alliance certifications
- Traceability solution - largely paper based



*Implementing
Farmforce:*

- Effective Engagements at the Farmer Level
- Multi-Functional Database enabling targeted information and advice
- Paper-free Certification Audits

*Turkish small and medium scale farmers producing
for Kütaş, and registered on Farmforce*

Cashews, West Africa



Farmforce is deployed with 2 leading cashew sourcing organizations in West Africa reaching 10,000 smallholder cashew nut farmers

- Enabling traceability from farmer to production facility
- Confidence at point of purchase – digitally tracked
- Supports certification and sustainability verification
- Tracking fair prices paid to farmers, creates Digital Economic Identity
- Sourcing visibility, managing farmer records



*"By digitizing our procurement process with Farmforce, we register the cashew receipt at a farmer level. As we receive the crop from the farmer in jutebags, we're attaching a barcode, scanning the bags and the farmer can see his delivered lot on his cell phone. **We have traceability of our cashew nuts, all the way to the farmer and his land.**"*

Amalia Darraidou,
Value Chain Manager at
Anatrans, Burkina Faso



Thank you

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