



Compliance made easy for farmers, business and Governments

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**AGRIPLACE**

Compliance made easy

## 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 social just food supply chains by making data and technology work for food compliancy

## 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

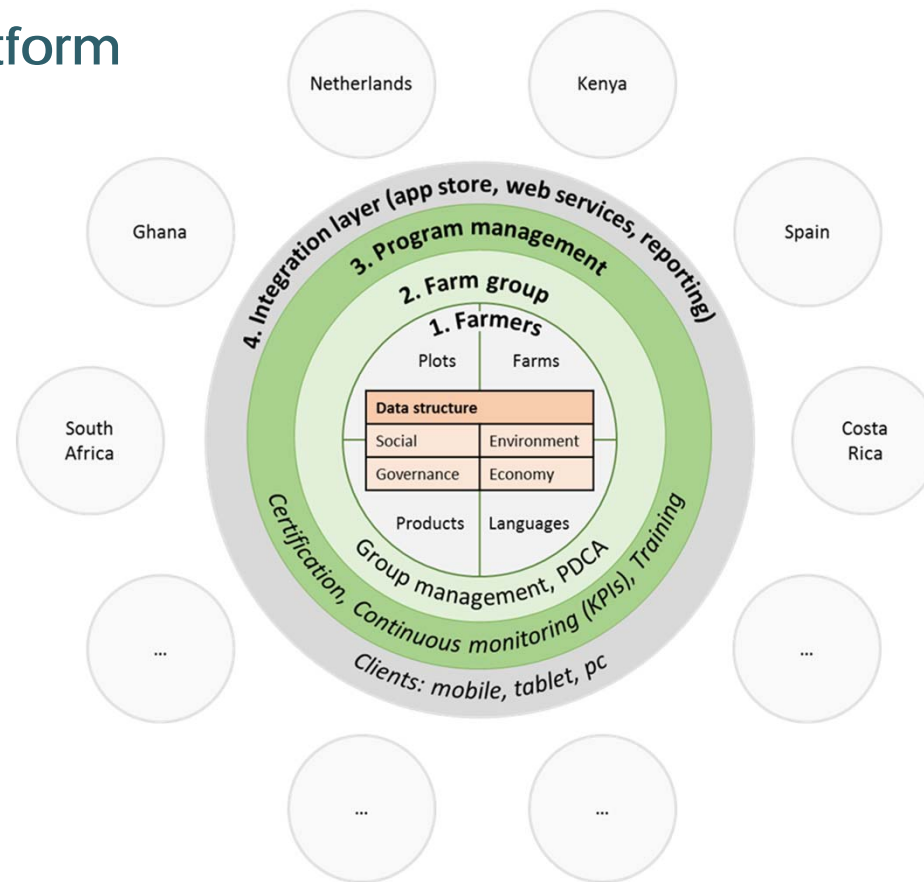
AgriPlace is active in 5 countries

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

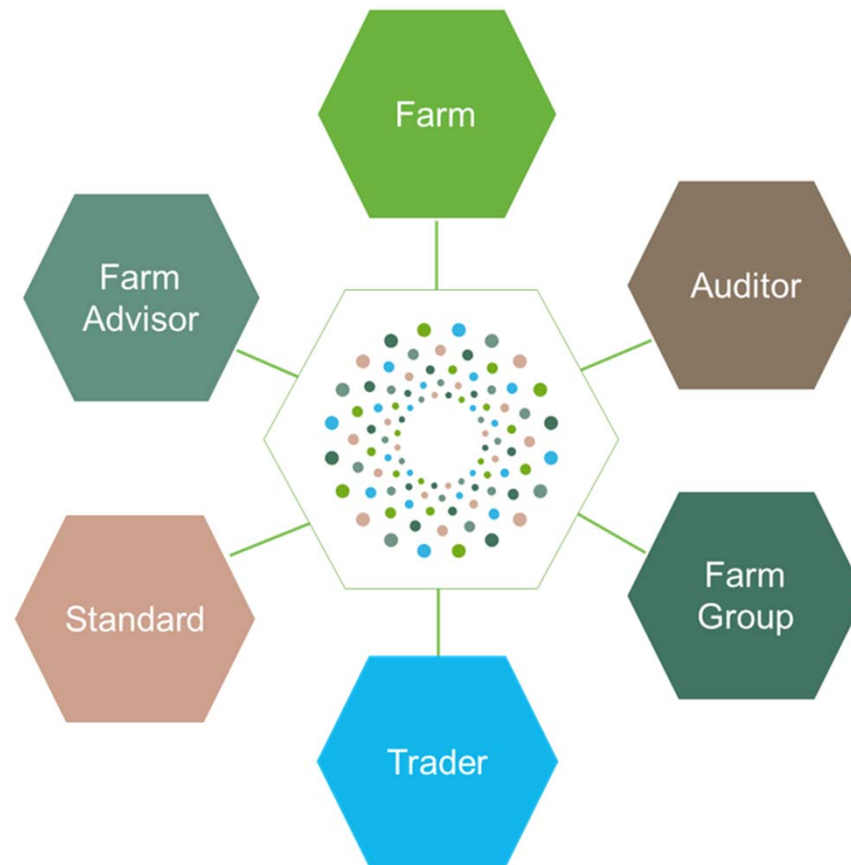
-> Kenya and India will start in 2018

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

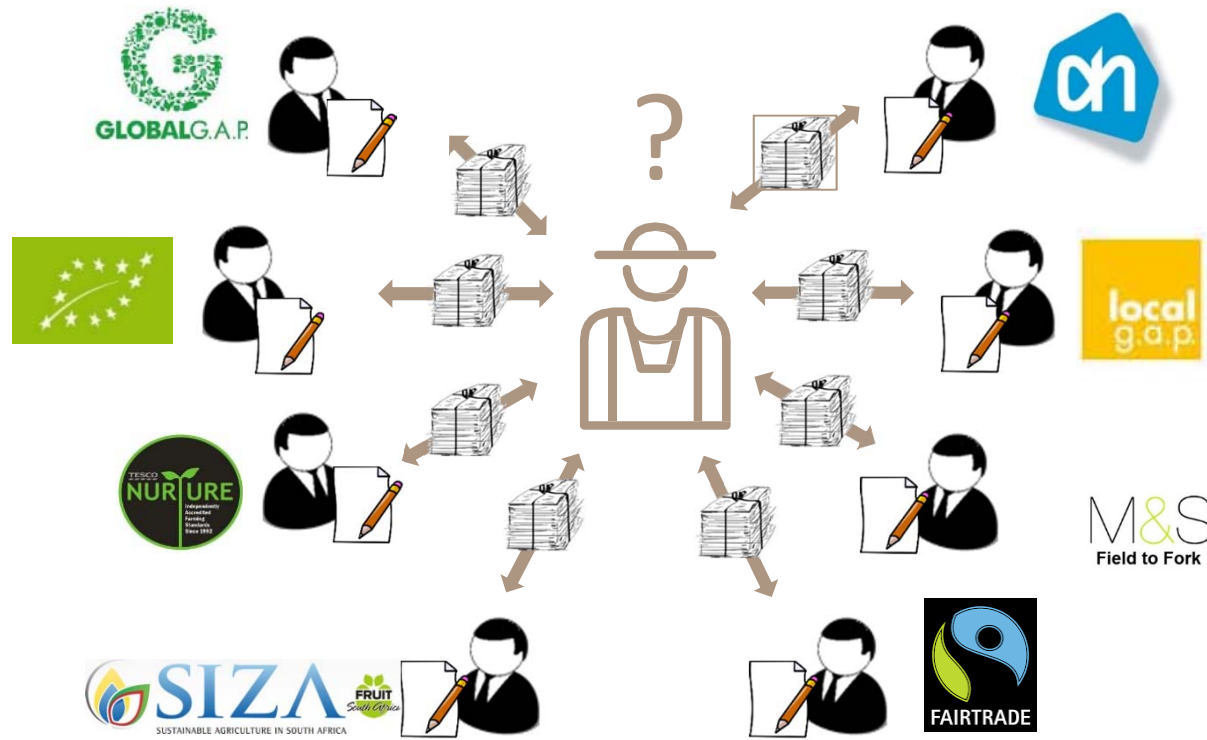
# AgriPlace Platform



## User groups



## Compliance today

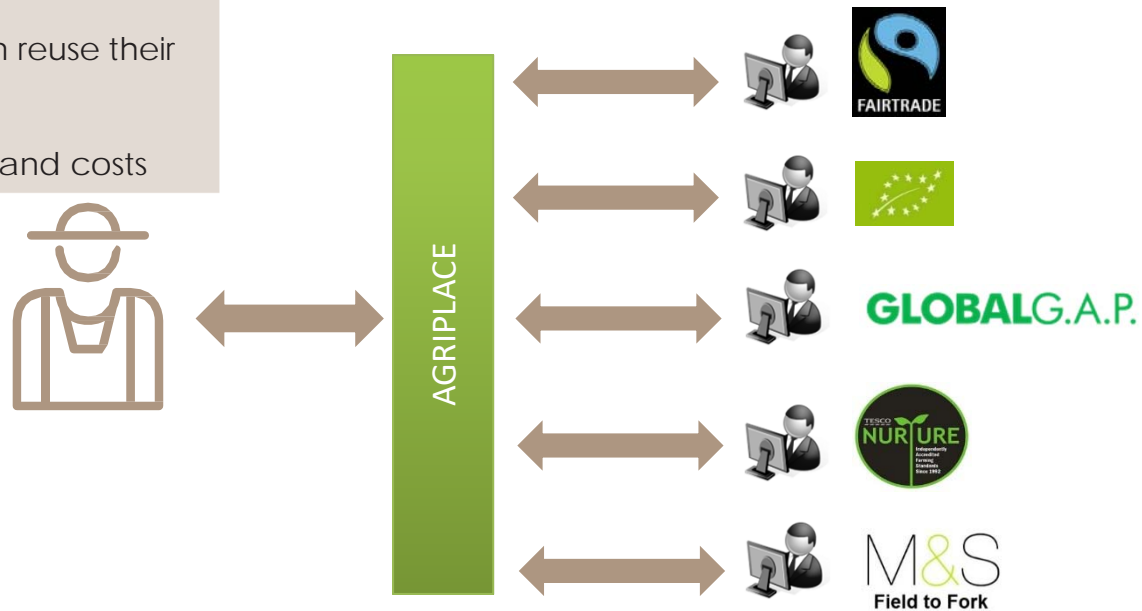


*(Example: South Africa)*

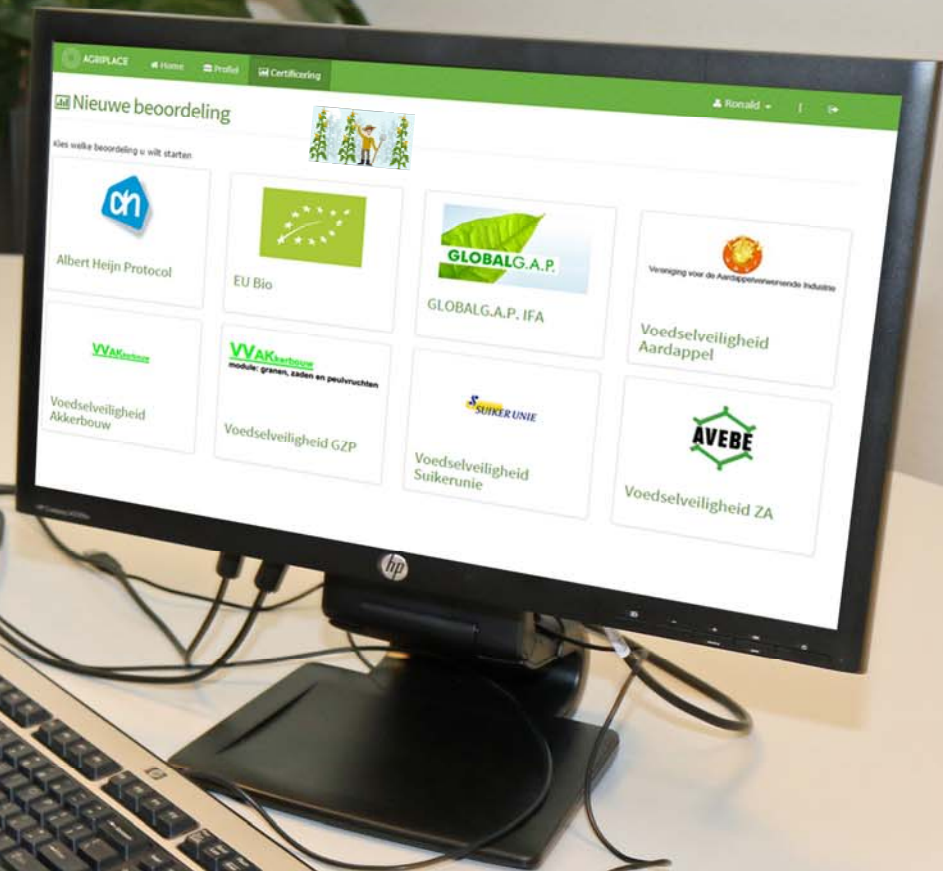


## Compliance with AgriPlace

- 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

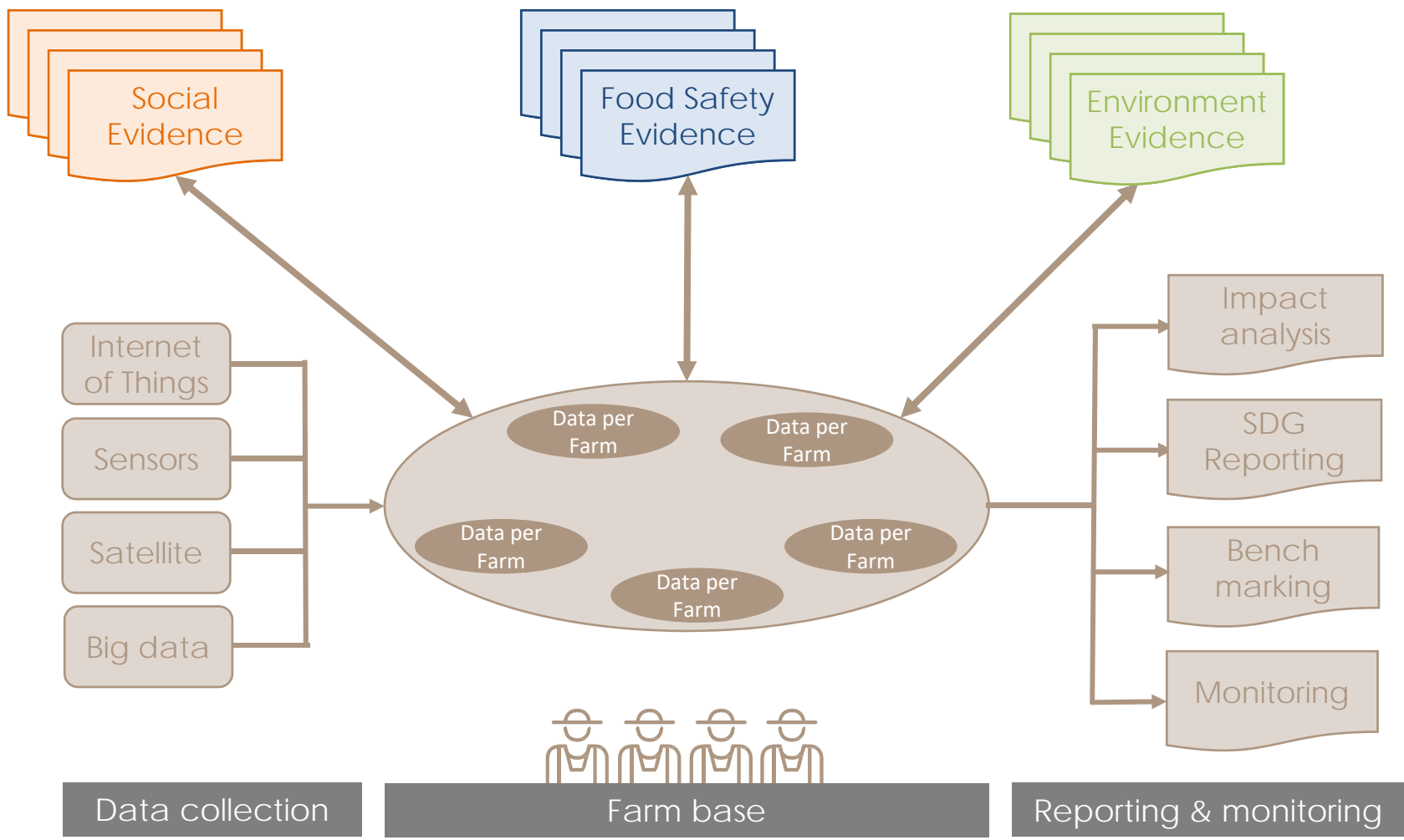


Questionnaires



Evidence





# Data lake

Break farm down  
into items



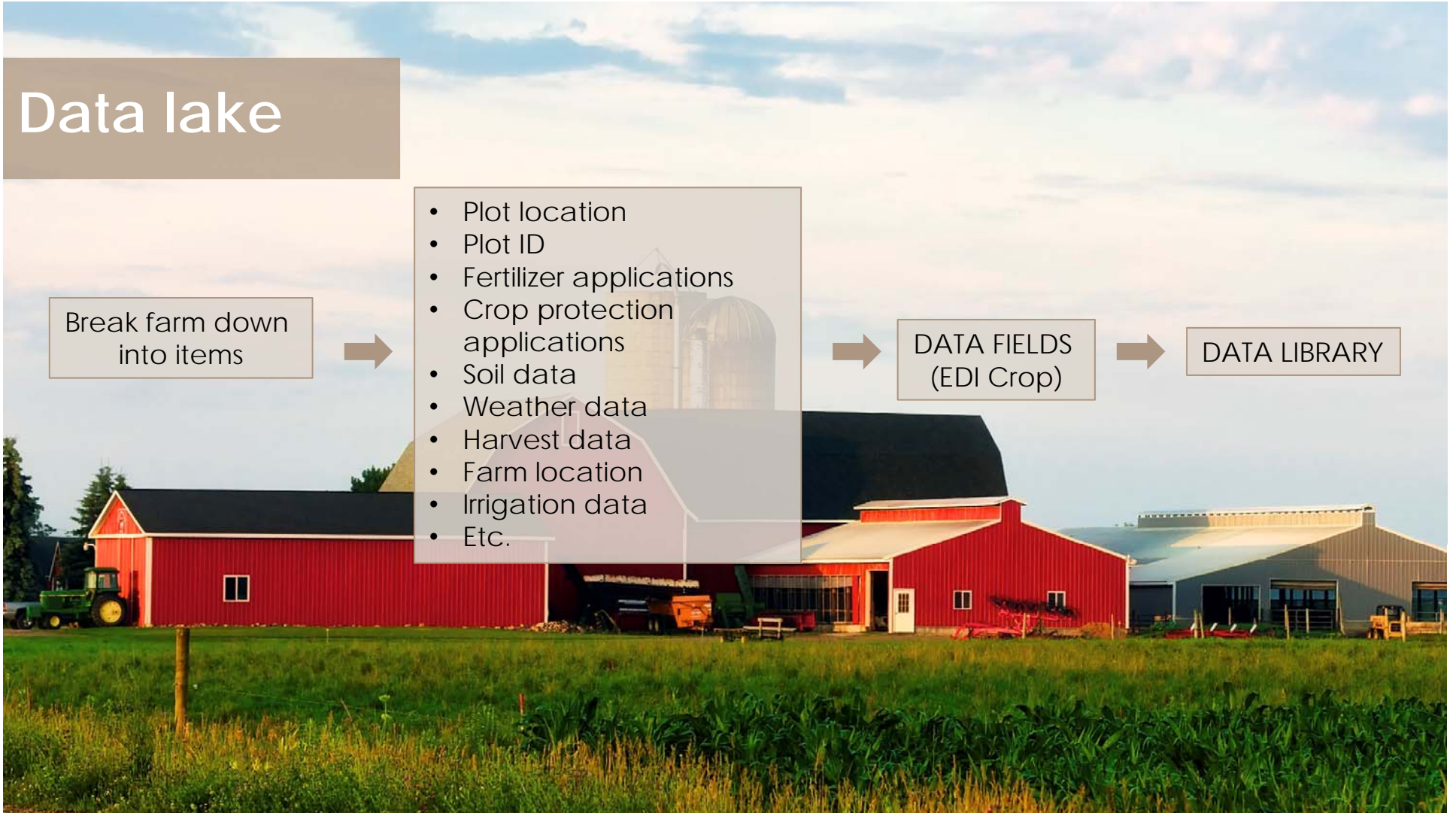
- Plot location
- Plot ID
- Fertilizer applications
- Crop protection applications
- Soil data
- Weather data
- Harvest data
- Farm location
- Irrigation data
- Etc.



DATA FIELDS  
(EDI Crop)

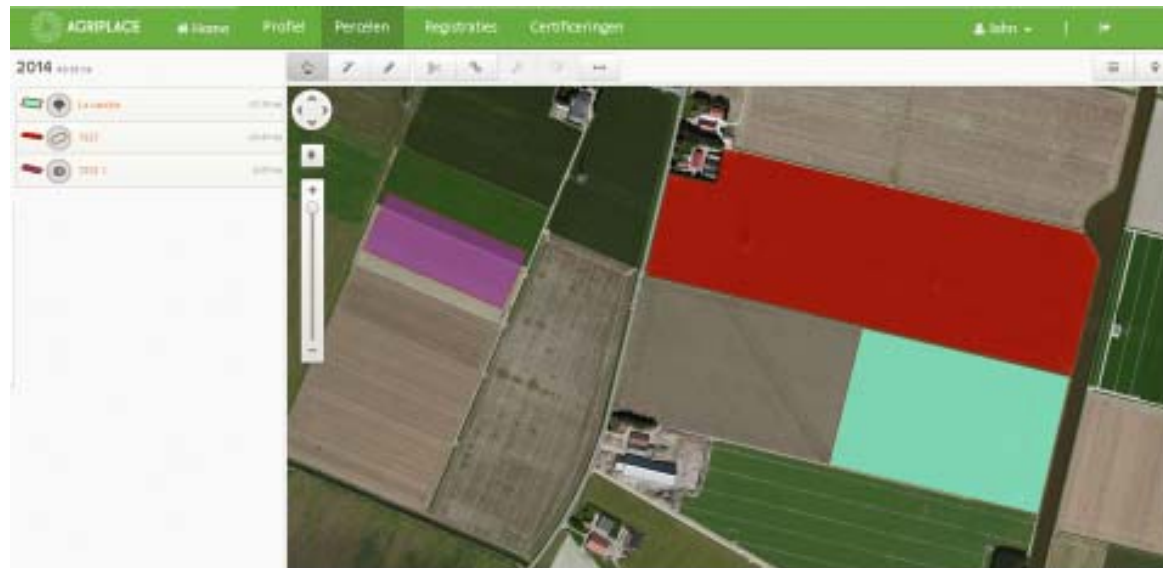


DATA LIBRARY





## Data registration per plot



Note: example of CROP-R Farm Management System



# AgriPlace for Groups





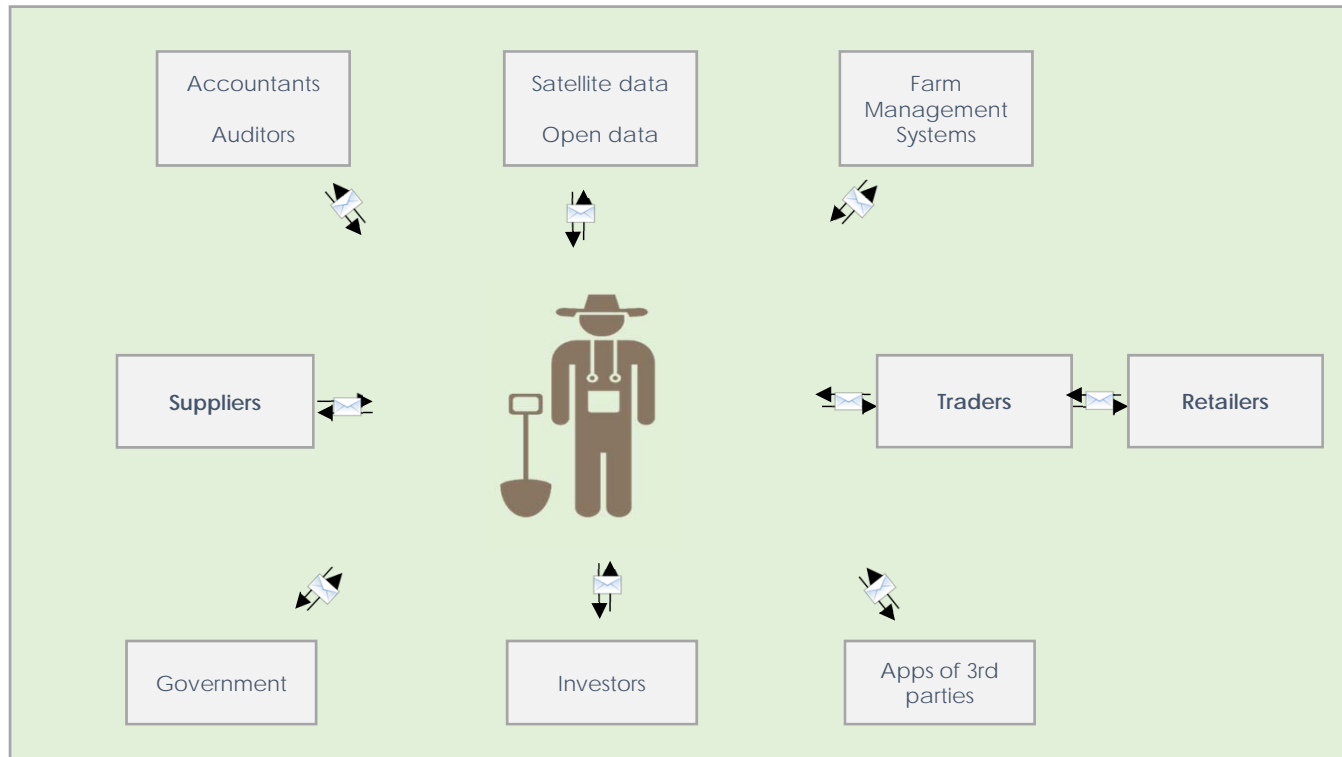


# Using a Framework to link and re-use data (ITC based)

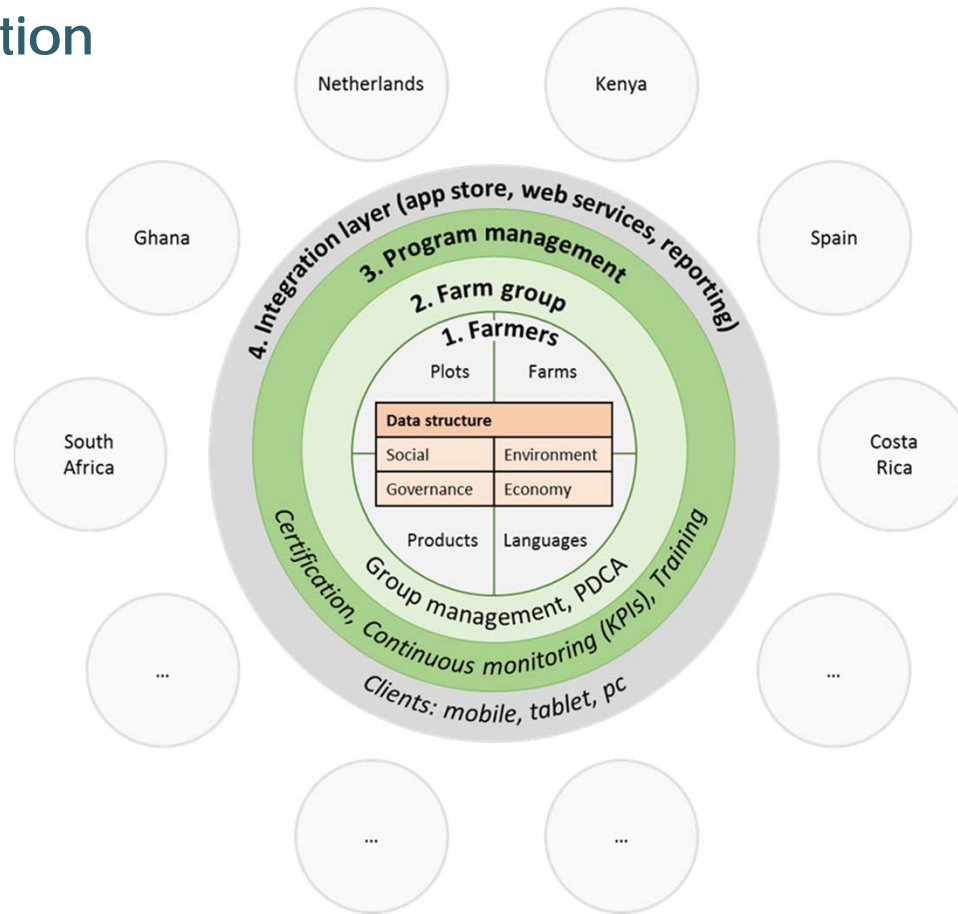


Environment	LAND	Land Use Loss of Soils Soil Fertility
	MATERIALS	Resource Inputs Waste Chemicals
	WATER	Water Sources Water Use Wastewater
	AIR & CLIMATE	Greenhouse Gas Emissions Climate Adaptation Air Pollution
	ENERGY	Energy Use Energy Sources
	LIFE	Ecosystem Integrity Wild Biodiversity Genetically Modified Organisms Agricultural Practices Animal Welfare
Governance	MANAGEMENT	Management and Decision Making Organizational Learning Group Structure and Functioning Organization Ethics Transparency and Communication
	POLICY	
Economy	PHYSICAL CAPITAL	Buildings and Infrastructure Vehicles and Equipment
	ECONOMIC VIABILITY	Access to Finance and Credit Business Stability Internal Audits Production Efficiency and Productivity R&D Innovation
	PRODUCT ADDED VALUE	Packaging Certification
	VALUE CHAIN ACTORS	Terms of Trade Local Economy Risk Sharing Certification
Society	WORKERS	Freedom of Labour and Discrimination Child Labour and Child Protection Treatment of Workers Employment Practices Working Hours and Resting Periods Compensation and Payment Housing Occupational Health and Safety Freedom of Association and Collective Bargaining
	CONSUMERS	Product Health and Safety Product Quality Product Authenticity
	COMMUNITY	Access to Resources Community Relations Local Rights, Customs and Traditions

## Open Platform interfacing with local and global systems and apps



# AgriPlace solution



## 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.

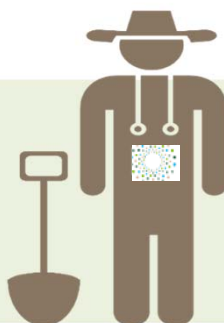


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## PARTNERS AGRIPLACE FARM DIGITAL





# Agricultural Ecosystem

