

Fresh Produce Trade App



Offer and request submission
Negotiate, order & contract
Transport & payment monitoring
**Full-path tracing through the whole
distribution channel from farm to trader**

**Facilitate online B2B collaboration between
growers and traders concerning the exports of fresh
fruit and vegetables focusing on quality and price**

The Fresh Produce Trade App will support agricultural cooperatives, producer groups and specialized brokers to facilitate the entire range of transactions including offer making, offer request, order, sales contract, electronic invoicing, export accompanying documentation, logistics shipment tracking, and payment procedures. By focusing on the specific products of each producer, the application will create the appropriate environment for a unique placement opportunity of quality products in a European and even global market. The producers may take advantage of a market with no borders in order to achieve better prices, mostly due to the reduction of the intervention of middlemen, while on the other hand the traders may explore new markets with products of great added value.

Furthermore, the rigorous procedures that will be supported by the Fresh Produce Trade App will lead to the development of a whole network of trust in which the producer will receive the proper price for good quality products and the traders will receive the agreed products in time, with the minimum administrative burden. This network of trust will be further strengthened by the involvement of third trusted parties which will monitor and certify the quality of the selling products. Besides the operational aspect of supporting the everyday transaction in the agricultural trade, the new online application will support the strategic design of producers by dealing with the production and analysis of statistical data concerning prices in relation to product characteristics, time period, weather conditions, competition aspects, geopolitical situation, etc.

What are the benefits?

The Fresh Produce Trade App will support the process of implementing the following steps: pre-negotiation (offers or requests), negotiation and contract implementation,



to reflect the nature of the trading market for perishable agricultural products. The purpose of the application is to operate as a facilitator of the negotiation process in relation to terms of transactions. Whenever a deal is closed, the application will support the agreements' management, it will effectively support the implementation of the necessary logistics procedures and also monitor the proper implementation with absolute transparency for both sides.

- Put the focus on the product, not only on the price. Through our application the producer can act as price maker and not as price taker, which is the commodities case.
- Facilitate the exchange of information before and during the trading, resulting in improved satisfaction after the transaction.
- Improve market access, regardless of geographic barriers to buyers and sellers.
- Increase market and price transparency.
- Reduce transportation costs.
- Eliminate the need for information reentrance for different parts of the supply chain involved in transactions.
- Satisfy users' needs in a concrete and user-friendly way by keeping the users burden as low as possible.

Green Projects S.A.

Our team in Green Projects S.A. consists of highly educated developers, analysts, managers, experts (logistics, quality etc.), who are extensively experienced in implementing demanding projects with high technical complexity.



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