



A more objective negotiation and sales process
Achieving higher prices for producers
Reducing risk trough better quality information
of goods

TRACE is a web platform
connecting agricultural producers
and their customers



The TRACE (Tracking Agricultural Conditions and Environment) platform aims to improve the end-to-end supply chain management in agri-business. From the agricultural producer to the end-consumer, across whole-sale merchants, food processors and other intermediaries, TRACE will provide services to access product quality and make more efficient business decisions. To do so, TRACE will use state-of-the-art solutions to provide agricultural produce buyers with unsurpassed insight into the quality of the produce and the conditions that it has been subject during its growth.

TRACE is a web platform which connects agricultural producers and their customers and initiates business-to-business (B2B) interaction between them, guided by the actual real-time and historic production data. Using

the TRACE platform, agricultural producers can make the conditions in which their products grew public and share them with their customers, be it wholesale merchants, retailers, or end-consumers. In addition to product traceability and growth-conditions monitoring, TRACE will support sales and ranking of products and producers in terms of reliability and quality.

With the help of our solution merchants can:

- Web marketplace which enables more objective negotiation and sales process
- Producers achieve higher prices
- Buyers have better information regarding the quality of goods, and, thus, reduce risk.

Panonit

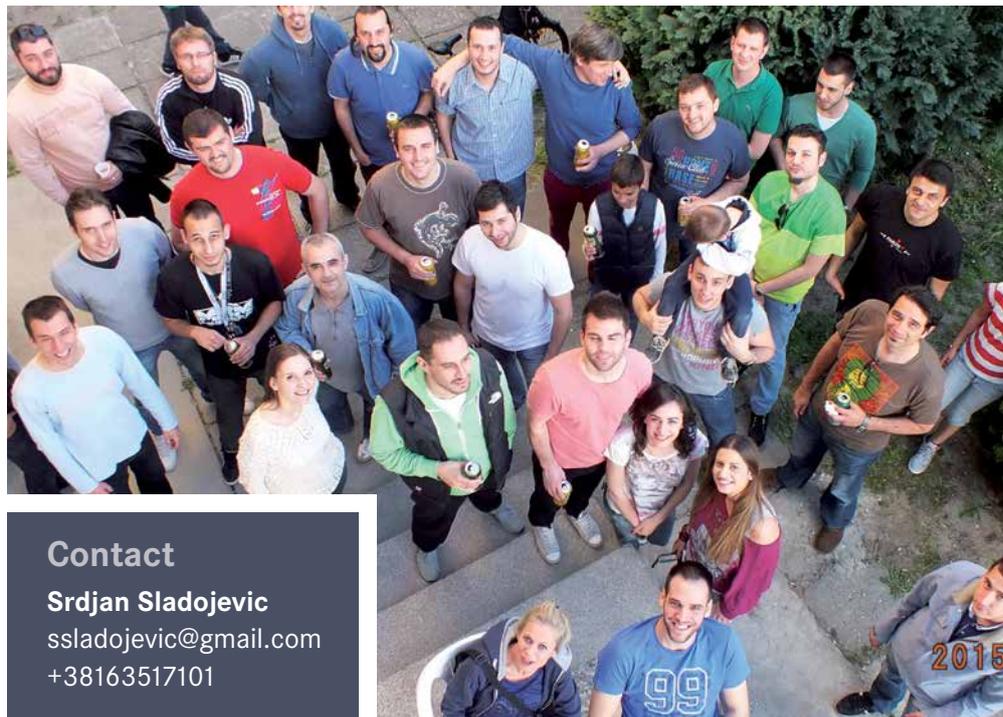
Panonit is a Serbian start-up company in field of innovative solutions for agriculture. Products include microclimate remote sensing equipment and applications for precision agriculture. The company was founded by professors from the Faculty of Technical Sciences, University of Novi Sad, Serbia. The company's goal is to provide state-of-the-art products and services for its clients.

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