

# Fresh Produce Trade App

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▶▶ <http://www.green-projects.gr>

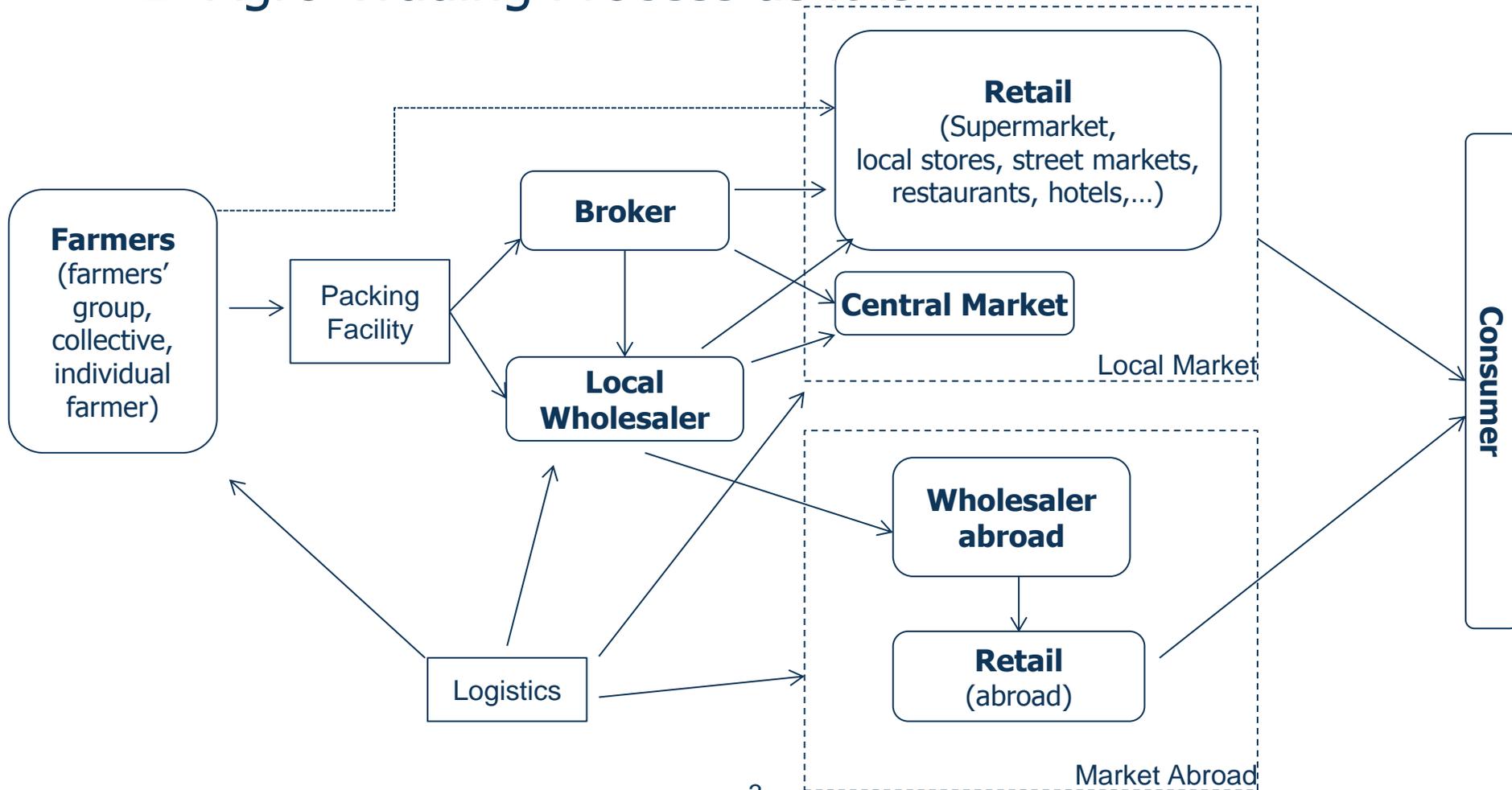
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## Needs for an Holistic Approach in Agro - Trade

Need for development of information systems documenting and manage unified trading procedures utilizing workflow technologies and information management and documentation.

These systems will provide valuable assistance to producers and other parties involved in the supply chain by providing integrated automation solutions concerning critical business processes contributing to a full-path tracing approach.

## Agro-Trading Process as it is



## Trading Process

The supply chain of fresh produce in Greece and in other countries in Europe is characterized by high split. Auctions in Greece have not been developed so the flow of goods from producers to retail trade passes through several stages.

The role of intermediaries is important but lacks coordination and transparency.

It is obvious that also the information in the retail stage can hardly be moved backward. The supply chain is solid and can not be competitive. (Typically a product can go through five stages: Producer - Packaging - intermediary - Wholesaler - Retailer until it reaches the final consumer)

## Determining Prices



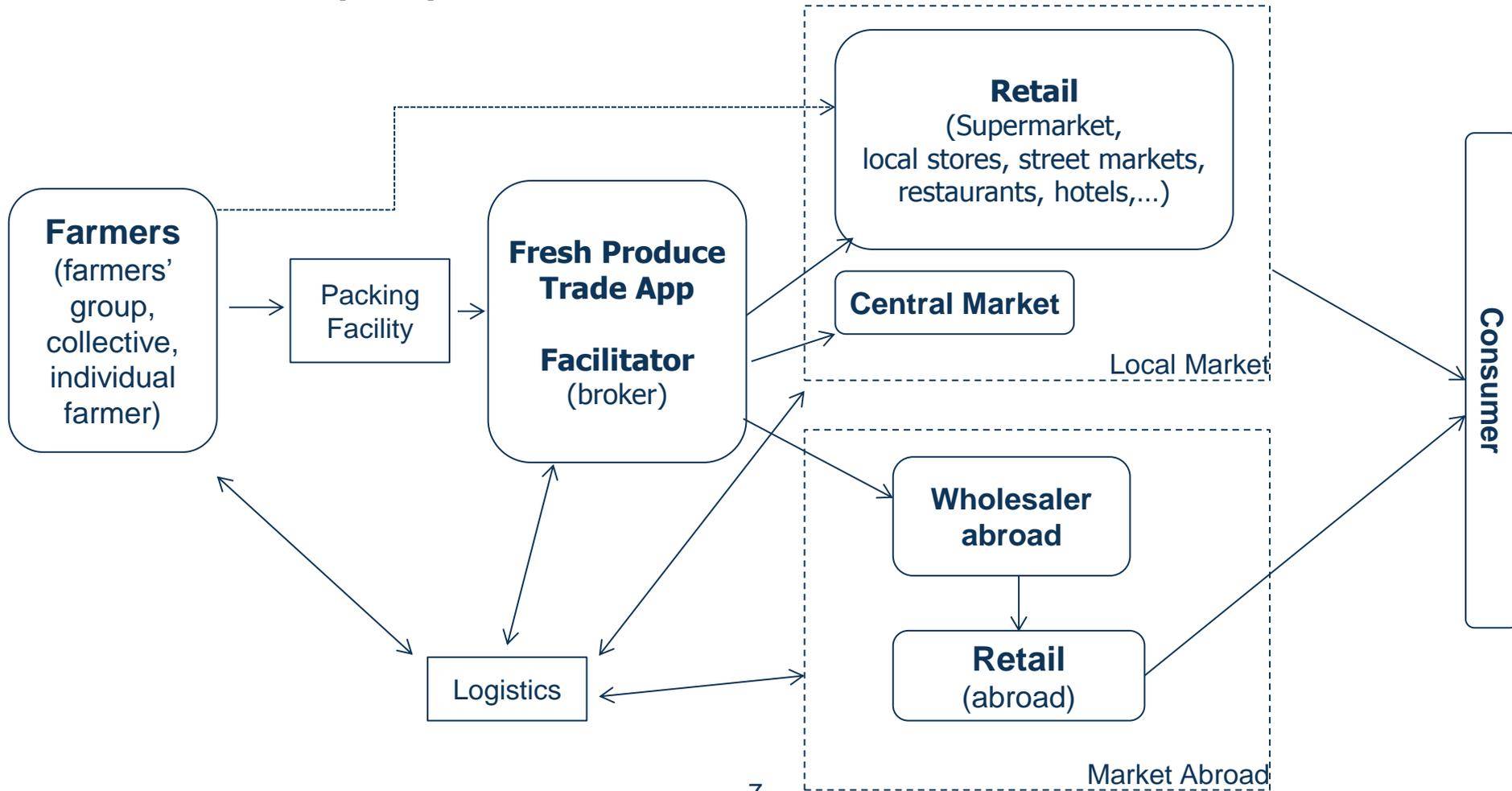
## Our proposal

Our proposed platform meant to create the appropriate conditions for more fair prices for the producers by widening the selling opportunities through the creation of the appropriate environment for a **unique placement of quality products** in European and even global market.

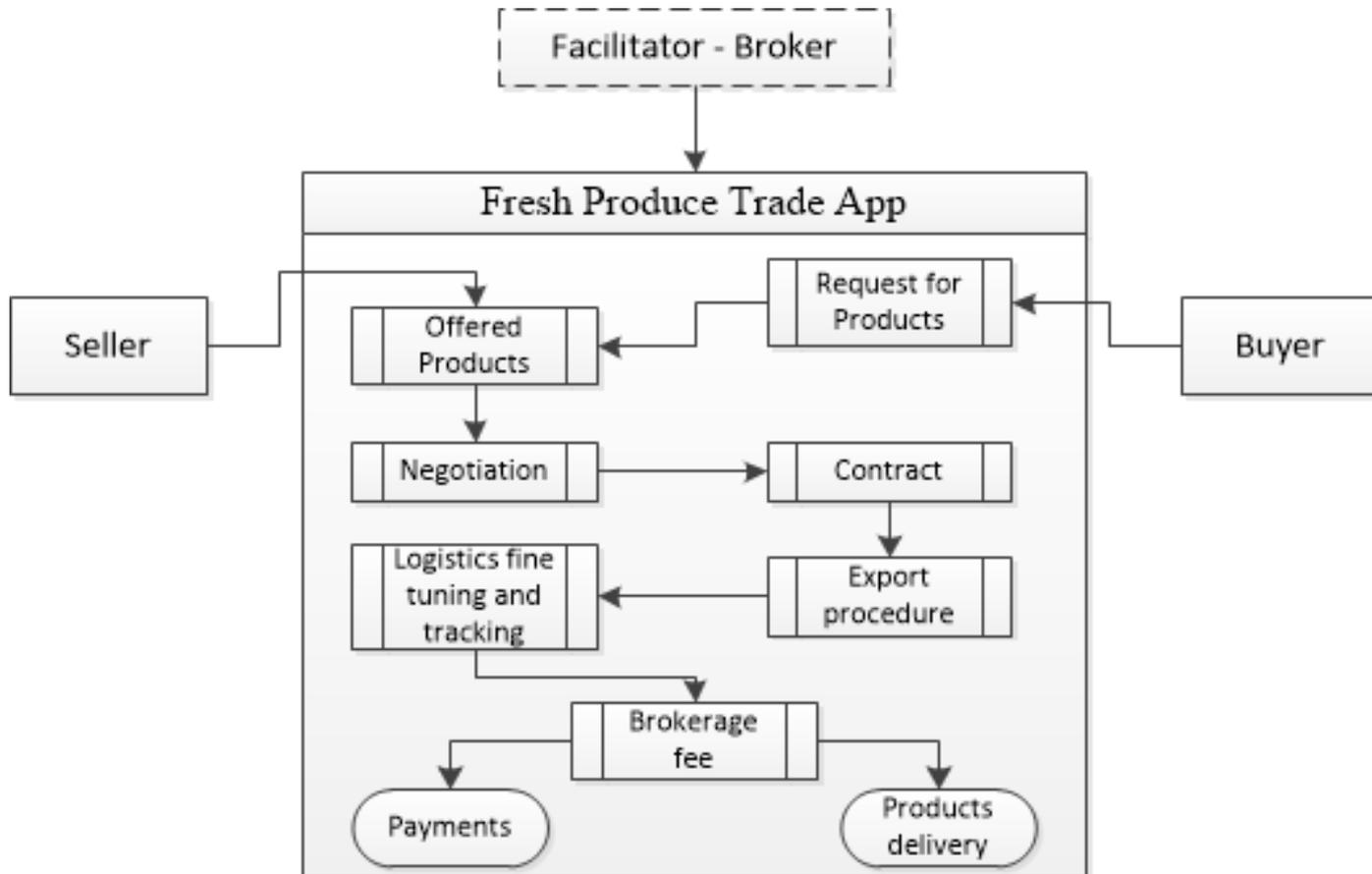
At the same time, our platform will support the implementation and the documentation of comprehensive quality systems concerning the entire fresh product lifecycle.

It will also support the implementation of **full-path tracing** through the whole distribution channel **from farm to trader**. Furthermore, our platform will provide information concerning attributes that are required by consumers for fruits and vegetables, such as food safety and traceability.

## Our proposal



## Our proposed application



## Our proposed business model

Our proposed electronic application will operate between agricultural producers and large importers of fresh products (initially in Europe) and domestic retailers, and it will support all steps of such a transaction:

- ❖ immediate and long-term demand quantities
- ❖ quantities offer
- ❖ products' specifications
- ❖ price agreement
- ❖ contracting
- ❖ monitoring of transport and payment
- ❖ transparency concerning price determination
- ❖ historical data concerning the transactions

Requests from buyers and offers from sellers will be available and can be searched based on specific criteria.

## The users

Our application will act as a “Multisided Platform” which will bring together and provide each with network benefits two groups of users, namely sellers and buyers.

The application will target farmers-producers established in Europe and wholesalers abroad through the following possible application users:

- Brokering services companies for horticultural products
- Cooperatives and Associations of cooperatives
- Groups of producers
- Wholesalers