

Today's opportunities:  
**Drivers for change meet  
Enablers for innovation**

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# Business/human drivers that "drive" development

**Basic: Serving needs**

**Motivations for change**

"We want: More  
**Convenience**"

"We want:  
**Less Costs**"

**Society ↔ Producers ↔ Consumers**

# Business/human drivers that "drive" development

**Basic: Serving needs**



Competition initiates development

(looks for improvements)

Technology enables

(better than before)



"We want: More  
Convenience"



"We want:  
Less Costs"



**Society ↔ Producers ↔ Consumers**

# Needs

Technology solutions available for dramatic change in agri-food sector that **covers needs** of **society/producers/consumers** while providing **improvements in convenience and costs** for **all**

- > **Precision agriculture** (Society, producer, consumer)
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## Message:

### To be done:

1. **Pick up** a solution of others
  2. **Copy** a solution
  3. Copy and **adapt/improve** a solution (convenience/costs)
  4. **Integrate** available solutions (convenience/costs)
- ➔ **Less of relevance:** Design new solutions

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## Sources:

1. **Project** developments (e.g. FI-PPP: several hundred):  
    **→ trials** with failures and successes
2. Emerging **start-up business** solutions (real-time **trials**)
3. Emerging **big business** solutions as models

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## Examples

- > Linking **farms with consumers**: → Farming colors, OrganicNet, ...
- > **Transparency** along chain: → KAT, ...
- > **Monitoring** along chain: → Tenso, Babblar, ...
- > **Trading** sustainability: → book and claim, ...
- > **Sensor** based purchase and payment: → Billa retail, ...
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Home

Our Story

Delivery & Packing

Call Now : 9496 055551

Order Now

# We Would Love To Serve You!

Try Our Fresh Organic Fruits and Vegetables

Our Delivery areas: Aluva | Kalamassery | Kakkanad | Edappally | Kaloor | Fort Kochi | Tripunithura | Maradu | Vyttila & Many Other Parts of Cochīn

## Step 1

### Registration

You register to one of our monthly subscription plans and tell us about favourite fruits and vegetables.

## Step 2

### Farming

We tell our farmers about your vegetable preferences and they will farm accordingly.

## Step 3

### Harvesting

Every week we will give you a list of fresh organic produce.

## Step 4

### Delivery

We will deliver the veggies of your choice to your doorstep.



## Get a Sample Now!

touch with you to xx for you so that ter.

CLICK HERE TO GET THE SAMPLE BOX NOW!




### Fresh Organic Food At Your Doorstep

Consumers → farmers → consumers



# OrganicNet



Find organic, locally grown food  
Build real connections with your  
local farmers

**Consumers meet farmers:**

**Product exchange**

**Knowledge exchange**

**A social marketplace and knowledge sharing  
platform to connect organic food producers  
with consumers**

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# KAT: Eggs are followed through from farm to fork (central database)

WHAT IS ON THE EGG

KAT – THE ASSOCIATION

BECOMING A PARTICIPANT

NEWS

ALL ABOUT EGGS

CONTACT

## What is on the egg?

In 2000, the [Association for Controlled Alternative Animal Husbandry](#) created the first traceability system in the food industry, with the stamp on the egg. In 2004, the so-called egg code became the statutory labelling specification within the European Union. The first number in the stamp provides information on the rearing method of the hen, then comes the country of origin, and finally the number of the laying farm. Our [database](#) covers all eggs monitored through KAT from barn, free-range and organic production all over Europe. Alongside the name of the farmer, you can find up-to-date pictures of the laying farm. Further information on the [KAT labelling system](#), [KAT-controlled rearing methods](#) and marketing at the weekly markets can be found on the following pages.

Enter the stamp on your egg and find out its origin:



Form of Rearing

0 - Organic Rearing



Country

DE (Germany)



Laying Farm

SEND

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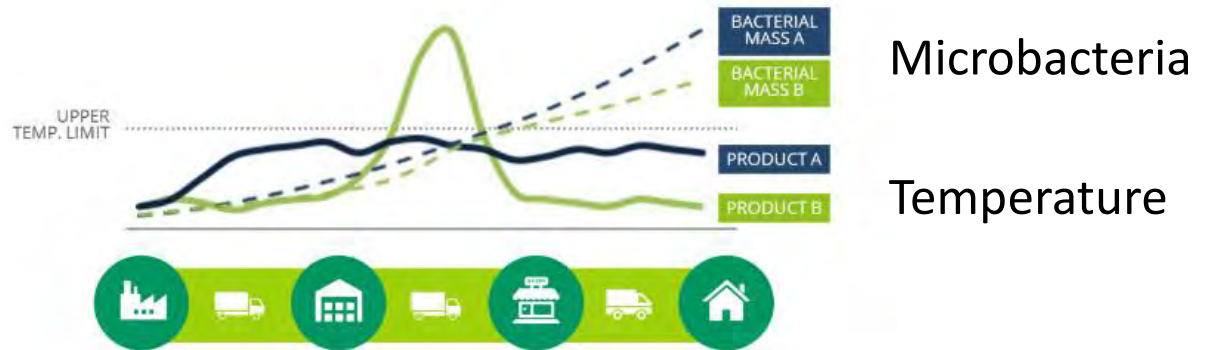
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# Quality monitoring: sensor in food container



## Storage and Transport

The wireless BST sensors are suitable for temperature monitoring of sensitive goods during storage and transport... »

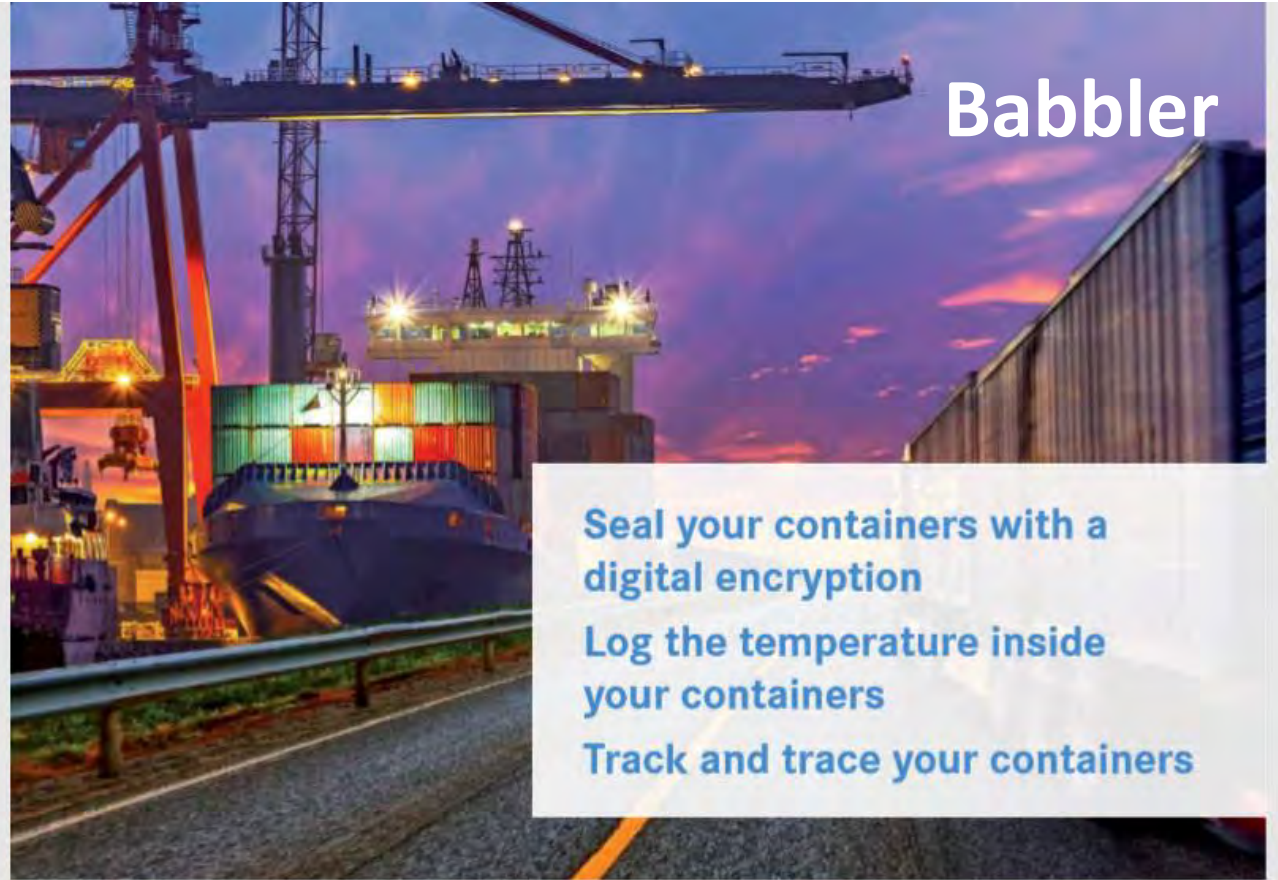


**+ Temperature monitoring along chain**  
**+ Microbacterial simulation**

**Collects temperature, but other information could be collected as well**

# Logistics Sensors (containers)

## Track and trace



**Babbler**

Seal your containers with a digital encryption

Log the temperature inside your containers

Track and trace your containers

**Cost-effective sealing, temperature logging and track & tracing of cargo containers for shippers**

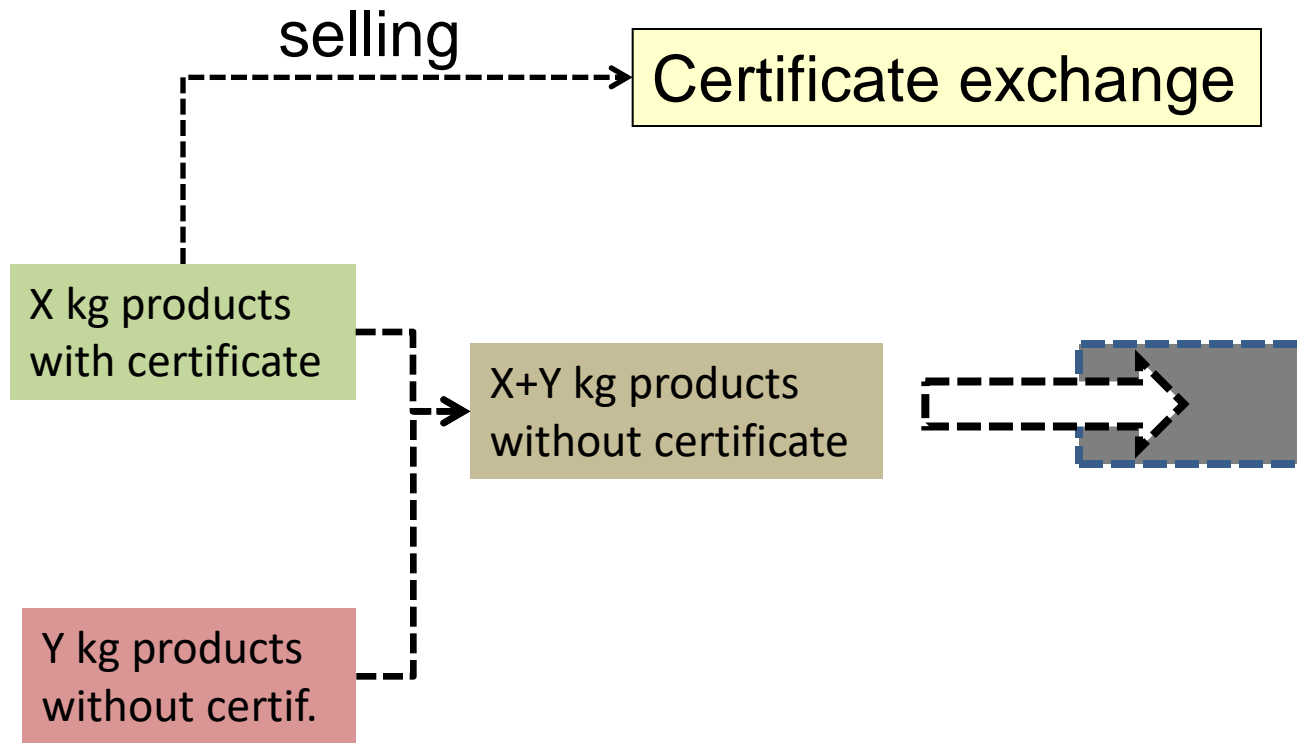
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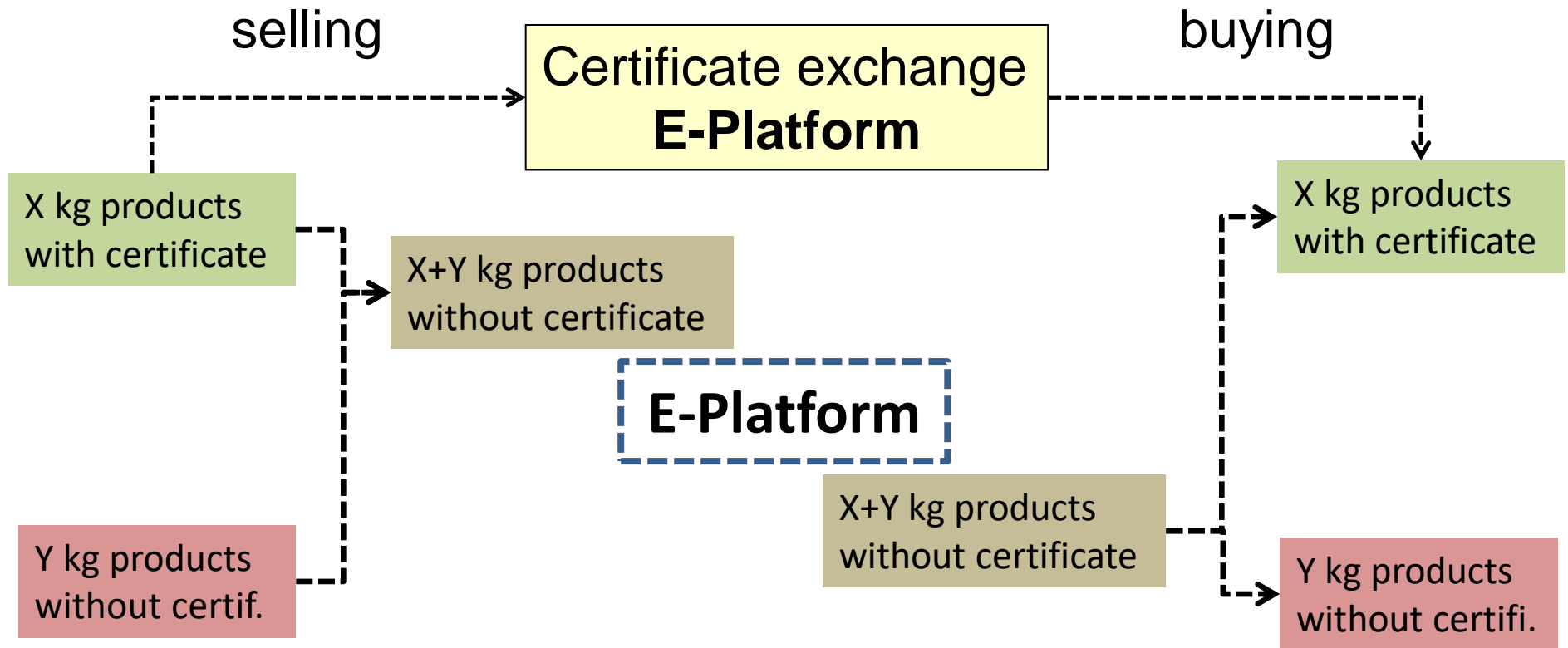
# Logistics: Book and Claim



Producer → Processor → Wholesale → Retail



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Producer → Processor → Wholesale → Retail

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# Sensor-based payment (eliminating cashier)

Walking through cashier space

➔ convenient, lower costs

Automatic scan of products in carrier at cashier

Billa experience: "Elderly"



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# Ocado



Offers and delivery tailored to each customer

Side effect: increase of basket size and profit

**"Incomplete offers" to drive promotional uplift**

Personalise offers in your basket

- Chicken Breast Chicken essential Waitrose 400g. Buy 2 for £7. Last bought: 12/06/15
- Ocado Freshened Free Beans 500g. Buy 2, save £1. Last bought: 13/06/15
- Two Valley Organic Fat Free Strawberry Yogurt 4 x 120g. Buy 2 for £2. Last bought: 13/06/15

**"Switch and save" to improve margin**

Products in your basket

- Large Freezable Waitrose 750g. Price per 100g: £6.80. 1 @ £2.55. Total: £2.69
- Proppie Waitrose 200g. Price per 100g: 74.0p. 2 @ £1.49. Total: £2.98

Switch to these and save

Book a single delivery

Your basket is currently £254.00 and contains 51 items. When you book a delivery we will perform a stock check and show you any that are out of stock.

1. Your delivery address: \*Flat 20, Apt. 2, W93 4XU

2. Select a day

3. Select a time slot

Time slot	Availability	Price
8:00 - 7:00pm	Available	£5.49
8:30 - 7:30pm	Available	£5.59
7:00 - 6:00pm	Available	£6.49
5:30 - 4:30pm	Available	£6.49
5:00 - 4:00pm	Available	£6.49
4:00 - 3:00pm	Available	£6.50
3:00 - 2:00pm	Available	£6.50
2:00 - 1:00pm	Available	£6.49
1:00 - 12:00pm	Available	£6.49
12:00 - 11:00am	Available	£6.49
11:00 - 10:00am	Available	£6.50
10:00 - 9:00am	Available	£6.50
9:00 - 8:00am	Available	£6.50
8:00 - 7:00am	Available	£6.50

Key: 15 Today, 15 Available days, 15 Unavailable days, 15 Slot being changed, 15 Currently booked days

Reminders of "forgotten" items

- Ocado Fairtrade Bananas 7 per pack. Buy 2 for £2.50. Last bought: 04/06/15
- Columbian Blacked Free Range Eggs Medium W... 6 per pack. Save 33% was £1.52. Last bought: 25/06/15

Tailored special offers

- Green Gallery Hearts Pack Waitrose. Offer price £1, Was £1.44
- Cook's Ingredients Large Batch of Aromatic Coriander... 50g. Bigger Pack, Better Value!

Ocado is a British online supermarket. In contrast to its main competitors, the company **has no chain of stores** and does all home deliveries from its warehouses.

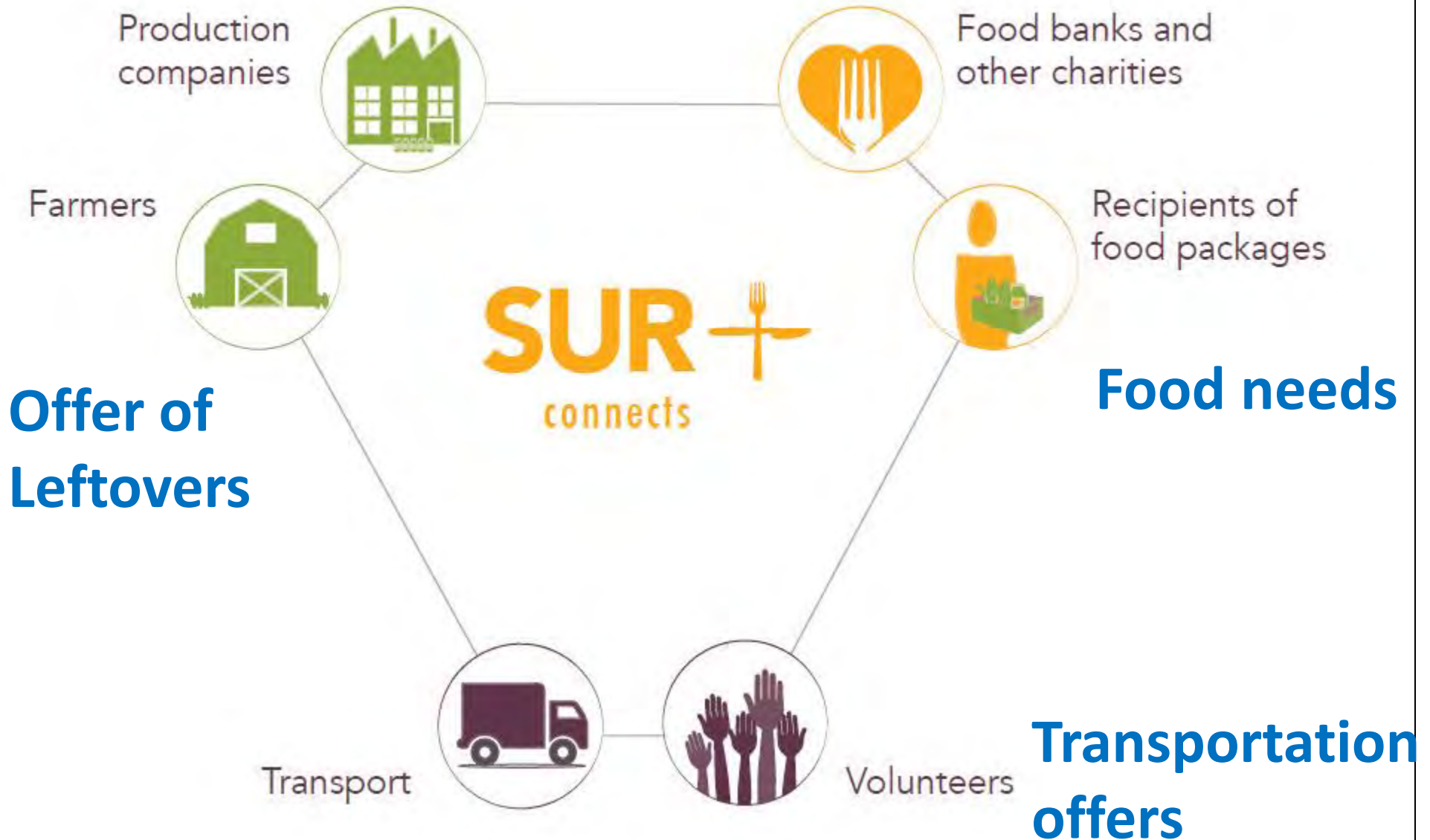
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# Exchange of food and transportation services



## Grocery chain: Pick-up at **established stations**

### Walmart to Open 1,000th Online Grocery Pickup Location

Nachrichtenquelle: Business Wire (engl.) | 06.09.2017, 18:56 | 198  | 0  | 0 



Walmart is making grocery shopping across the country a lot easier. The company is opening its 1,000<sup>th</sup> Online Grocery Pickup location tomorrow. The free service, which was initially piloted in Denver in 2013, enables customers to order groceries online and pick them up at their local Walmart store without leaving their cars, and will open locations 995<sup>th</sup> through 1,000<sup>th</sup> in Seattle, Washington.



## Grocery chain: Pick-up at **public stations**

# Commuters can soon order groceries online and pick them up at GO stations

Loblaws and Metrolinx are bringing shopping for groceries to GO stations starting this spring.



### Real Canadian Superstore



Official logo after brand relaunch on September 21, 2017

<b>Type</b>	Subsidiary
<b>Industry</b>	Supermarket retail
<b>Founded</b>	October 16, 1977; 40 years ago
<b>Products</b>	Bakery, beer (select locations), charcuterie, clothing, dairy, deli, frozen foods, <a href="#">gardening centre</a> , gasoline (select locations), general grocery, general merchandise, liquor, meat & poultry, pharmacy, photolab, produce, seafood, snacks, wine
<b>Parent</b>	Loblaw Companies
<b>Website</b>	<a href="http://realcanadiansuperstore.ca">realcanadiansuperstore.ca</a>

Start-up: Pick-up at **private stations**

**Total**  
**service:**

**Producer**  
**service**  
**platform**

connected with

**Consumer**  
**platform**

connected with

**Delivery**  
**services**



**Nabber**

Connecting farmers and producers  
with local customers

Easy access to a wide range of local  
and healthy food

By neighbors, for neighbors –  
from Naaber Market

Buy food online directly from  
producers and get it delivered to  
a convenient location near by

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# Virtual company



A temporary network of independent companies, linked by information technology, is known as a virtual corporation. This network helps companies share skills, costs and marketing, according to "Business Week."

# Virtual company: Umbrella platform

Sold by LamicallDirect and Fulfilled by Amazon.

 1157

Sold by VIEWTEK and Fulfilled by Amazon.

 258

## **Amazon:** from online store to virtual company

**AmazonFresh** has rolled out its services gradually, targeting specific parts of various metropolitan areas and partnering with **local speciality stores** for delivery of local items.

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Message: Making aware of available "world of solutions"

→ find, → evaluate, → adapt/improve, → use