

What: Update on Platforms for the Construction of Technology-enabled, Rapid-Response Fresh Food Supply Chains

When: March 31st, 2021 8:00 AM (Arizona time, 9 AM MDT).

Who: People interested on fresh food supply chains

How: Virtual meeting via zoom (<https://asu.zoom.us/j/87012440338>)

Presented by: FFAR Team at ASU and NMSU.

Summary

In this presentation we will give an update of the models and tools being developed under the concept of TERRa-Fresh. TERRa-Fresh stands for TEchnology-Enabled, Rapid-Response FRESH supply chains. It is an integrated planning, analytics, and coordination environment that seeks to exploit the new technological realities of the supply chain of fresh agricultural products for the benefit of the growers, the consumers, and the environment. It enables market-oriented supply chains for fresh fruits and vegetables (FFV) based on the effective utilization of market intelligence, information technology, negotiation, coordination, and planning decision support tools.

Specifically, in this presentation we will present advances on:

1. Use of data mining and artificial intelligence tools to identify market opportunities for small growers
2. Market place tools for spot and forward negotiation
3. Planning tools to procure local and organic products
4. The role of mini-containers in the logistics of fresh produce

The development of TERRa-Fresh is supported by the Foundation for Food and Agriculture Research (FFAR) and is a joint effort with New Mexico State University.

Event Agenda

1. Introduction to Terra Fresh and the event
2. Overview of logistics with mini containers
3. Update on Market Intelligence tools
4. Update on Visualization Planning Units and Introduction of Crops for Case Study
5. Update on Forward Planning tools and Marketplace
6. Integration Summary and Introduction of Spot Marketplace
7. Next steps in stakeholder engagement