



Terra-Fresh

# Introduction to meeting: Terra-Fresh, Progress Update

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<http://ilpil.asu.edu>, [www.terra-fresh.com](http://www.terra-fresh.com)

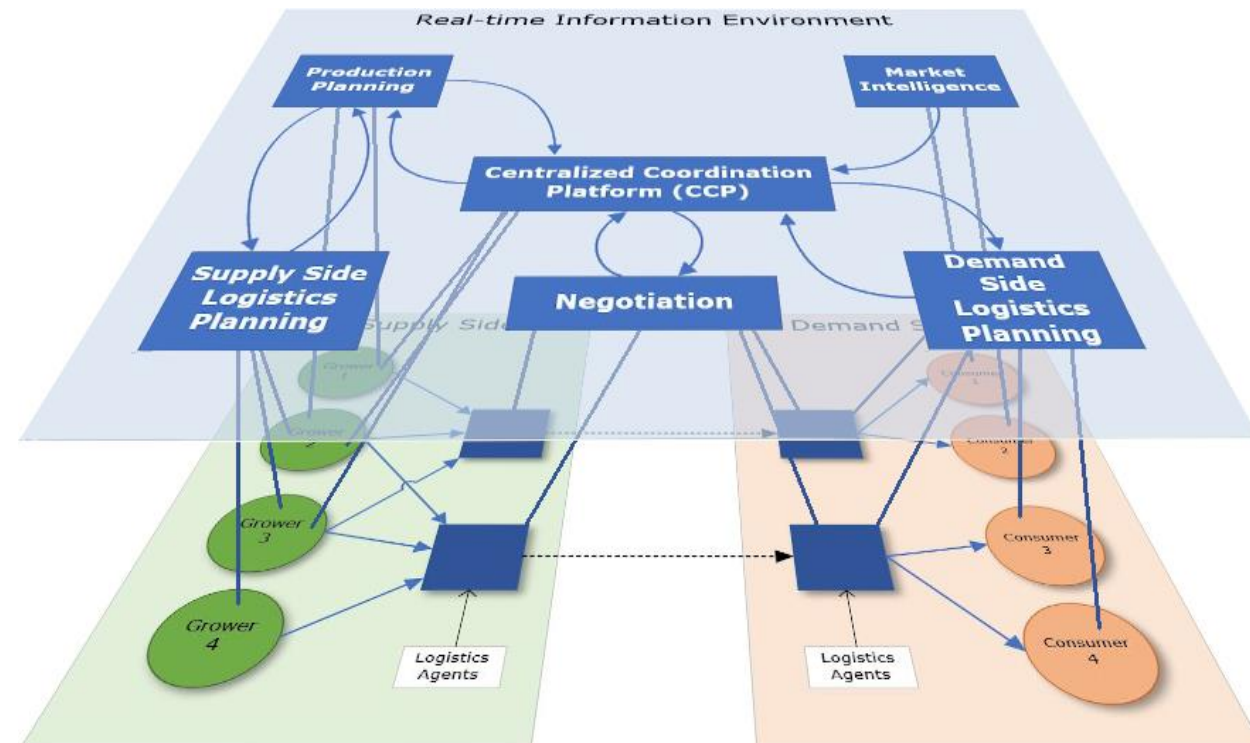


# Introduction and Motivation

Arizona State and New Mexico State Universities, with the support of the Foundation for Food and Agriculture, are developing a series of computer-based decision support tools whose aim is to:

1. Provide growers of fresh produce with market intelligence tools to identify the best crops to plant according to the demand of the markets
2. Provide small growers with tools to plan the crops, planting and harvesting timing to reach the most profitable markets at the right time with the right product;
3. Develop automated decision support tools that allow the virtual aggregation of growers' crops and resources to efficiently reach the final consumer;
4. Provide an assessment of the profitability and associated risks associated with the identified opportunities;

These tools are encapsulated in an integrated environment known as "TERRa-Fresh".



# Definition and Objectives of TERRa-Fresh

**TERRa-Fresh** stands for: **T**echnology-**E**nabled **R**apid-**R**esponse **F**resh supply chains. It is a cloud-based environment of information clearing house, integrated market intelligence, planning, coordination and marketplace tools.

Some of its objectives are:



Enable small farmers to sell their products directly in the most attractive markets, increasing the margin of the value chain captured by them.



Leverage real-time information, obtained from all the components of the supply chain, to empower the grower to make the best decisions in terms of what to grow, when to grow it and what markets to target.

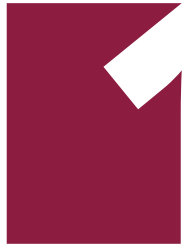


Provides the tools for growers to associate around specific opportunities to create critical masses to have better access to market opportunities, infrastructure and logistics services.



**Provide a marketplace for the buyers to make direct connections with the growers.**

# Main elements of the SC articulation process



**Discovery of market opportunity**



**Determination of the “technical” feasibility of the opportunity**



**Determination of the financial feasibility of the opportunity**



**Identification of investors and associated financial resources**



**Formation of virtual enterprise to capture opportunity**



**Deployment of planning, monitoring, SC improvement**

# Objective of today's presentation update

- Introduce the advances in the Terra Fresh Platform
- Introduce the concept of the spot marketplace
- Re-introduce the concept of mini-containers to access efficient logistics
- **Show the benefits of Terra-Fresh for the growers with a concrete case study**

# Benefits for the Growers

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- Identify markets with the best potential
- Leverage real-time information to make the best production decisions
  - what to grow
  - when to grow it
  - what market to target



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# Benefits for the Growers

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- Provides network of growers the opportunity to contribute to the critical masses;  
*i.e. access to market opportunities, infrastructure, and logistics services*
- Provide a marketplace for the buyers to make direct connections with niche produce growers.



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# Agenda

1. Reintroduction of Mini-containers
2. Market Intelligence
3. Visualization Planning Units
4. Forward Opportunities Marketplace
5. Integration Summary and Spot Marketplace
6. Next Steps for Grower Engagement
7. Open Q&A Session
8. Conclusions



# What do we need from you???

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As niche market produce growers, we are looking for direction for the following three steps.

Step 1. Contribute to initial “Representative Farm” Design

Step 2. Participate in “Representative Farm Profile”

Step 3. Pilot Implementation Project

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# Q&A Session



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