Integrated Platform and Spot Marketplace

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Agenda

• Integrated Platform Overview

• Spot Market

• Demonstration

• Closing Remarks
Integrated Platform Overview
Spot Marketplace

Place to match realized fresh produce supply (offerings) with demand (request):

**Sellers (or growers):**
- Can place **Offerings** in the platform (Volumes, Price, Date Available, Quality, etc.)
- Can show interest in buyer’s **Request**

**Buyers:**
- Can place **Request** in the platform (Volume, Prices, Date needed, etc.)
- Can show interest in seller’s **Offerings**
Demonstration

www.terra-fresh.com/marketplace
Closing Remarks

The proposed environment allows:
- The efficient connection between growers and consumers/buyers
- The identification of market opportunities
- The translation of those opportunity to production plans
- To allocate production to complementary production regions

This platform is under development, we will need feedback and participation to continue improving the presented marketplace.

Next steps:
- Introduce smart logistics to make efficient supply and demand matches
- Address legal issues
- Enhance functionalities
THANK YOU

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