



Terra-Fresh

Integrated Platform and Spot Marketplace

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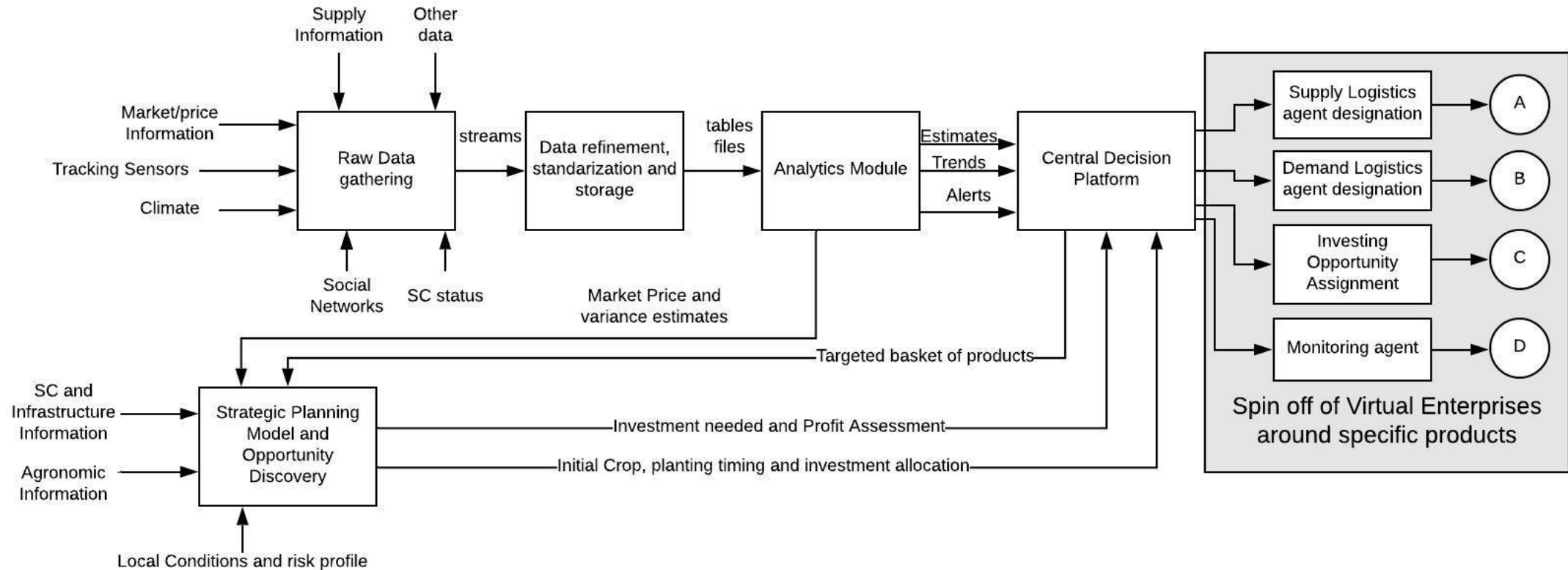
<http://ilpil.asu.edu>, www.terra-fresh.com



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

Marketplace

Providing the tools for a direct and quick interaction between suppliers and buyers in the fresh produce spot market". [\[More Details\]](#)

"Integration of Marketplace & Mini containers: an innovative technology"

- "Individualized cooling & storage for smaller amounts of produce preservation along the supply chain"
- "Improves trackability of produce's origin"
- "Increases participation of smaller agriculturist and farms in the ever-growing fresh produce market"
- More information can be found [here](#).

OPORTUNITIES ^

Offering


Request

CROPS ^

Chayote

Brussel Sprouts


REQUEST



Top Chef Store
George Greer Albuquerque, NM
★★★★☆
2,500.00 lbs / 12 mc
\$ 2,845.00 USD

[VIEW REQUEST](#)


REQUEST



Top Chef Store
George Greer Albuquerque, NM
★★★★☆
2,200.00 lbs / 11 mc
\$ 7,436.00 USD

[VIEW REQUEST](#)

REQUEST



Top Chef Store
George Greer Albuquerque, NM
★★★★☆
2,500.00 lbs / 12 mc
\$ 2,845.00 USD

[VIEW REQUEST](#)

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

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