



The role of private sector in supporting smallholders facing disruptive impact of COVID-19 through the use of digital innovation and technology

# The Covid-19 Pandemic Unexpectedly and Dramatically Impacted the Entire Global Economy:



Border closures



Quarantines



Market, supply chain and trade disruptions

## Solution



Digitization of small and medium-size farms is the way to improve and reinforce the engagement of farmers into local and global food markets:

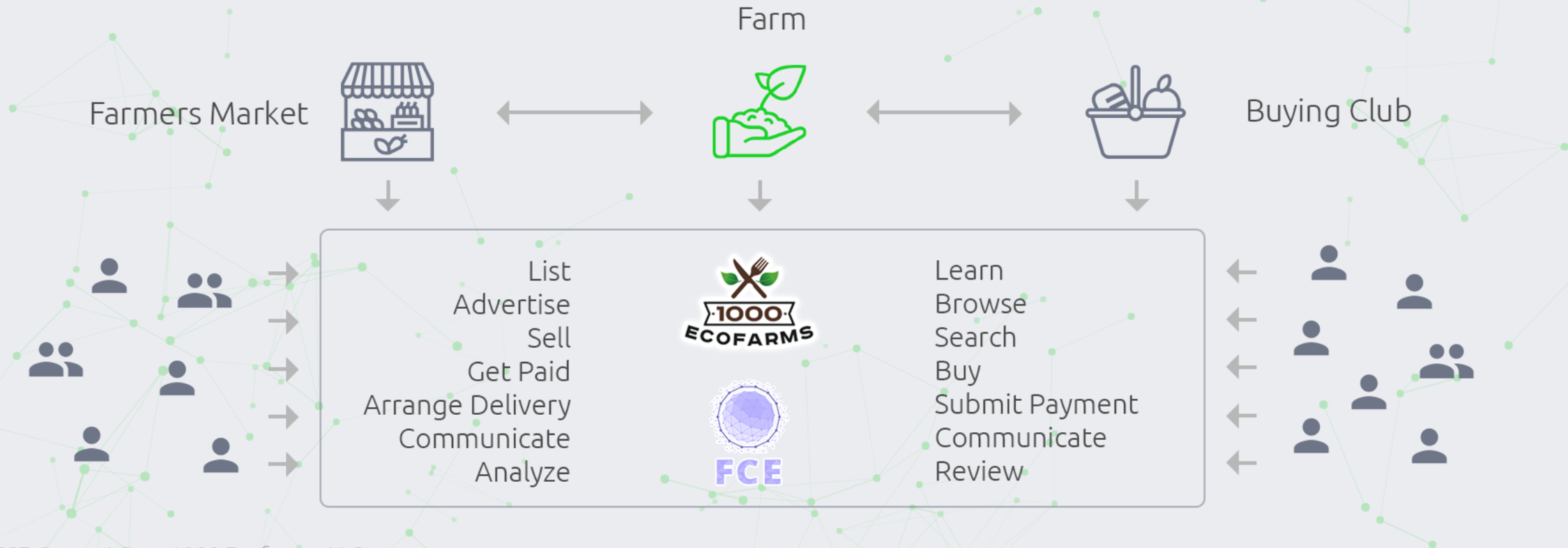


- 1 Traceability and visibility of local and global food supply chains based on IoT and Blockchain attract new customers;
- 2 Direct integration into local and global food and ag markets eliminates lack of access;
- 3 Direct communication with suppliers and customers adds value;
- 4 Low administrative costs increase efficiency.

# COVIDIGIZATION: How to Leverage the Current Global Crisis?



## The global online marketplace for farmers' products based on IoT and Blockchain technology



## Solution Overview



The comprehensive technological Platform based on IoT and Blockchain builds connections through technology:



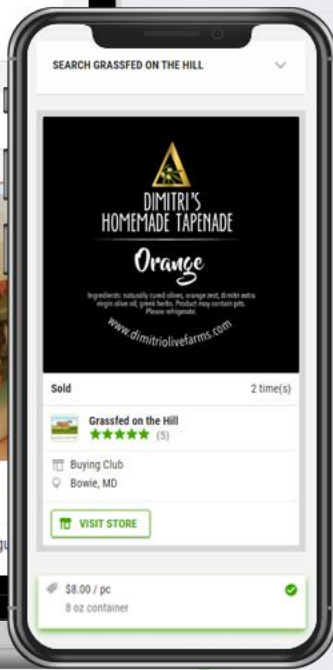
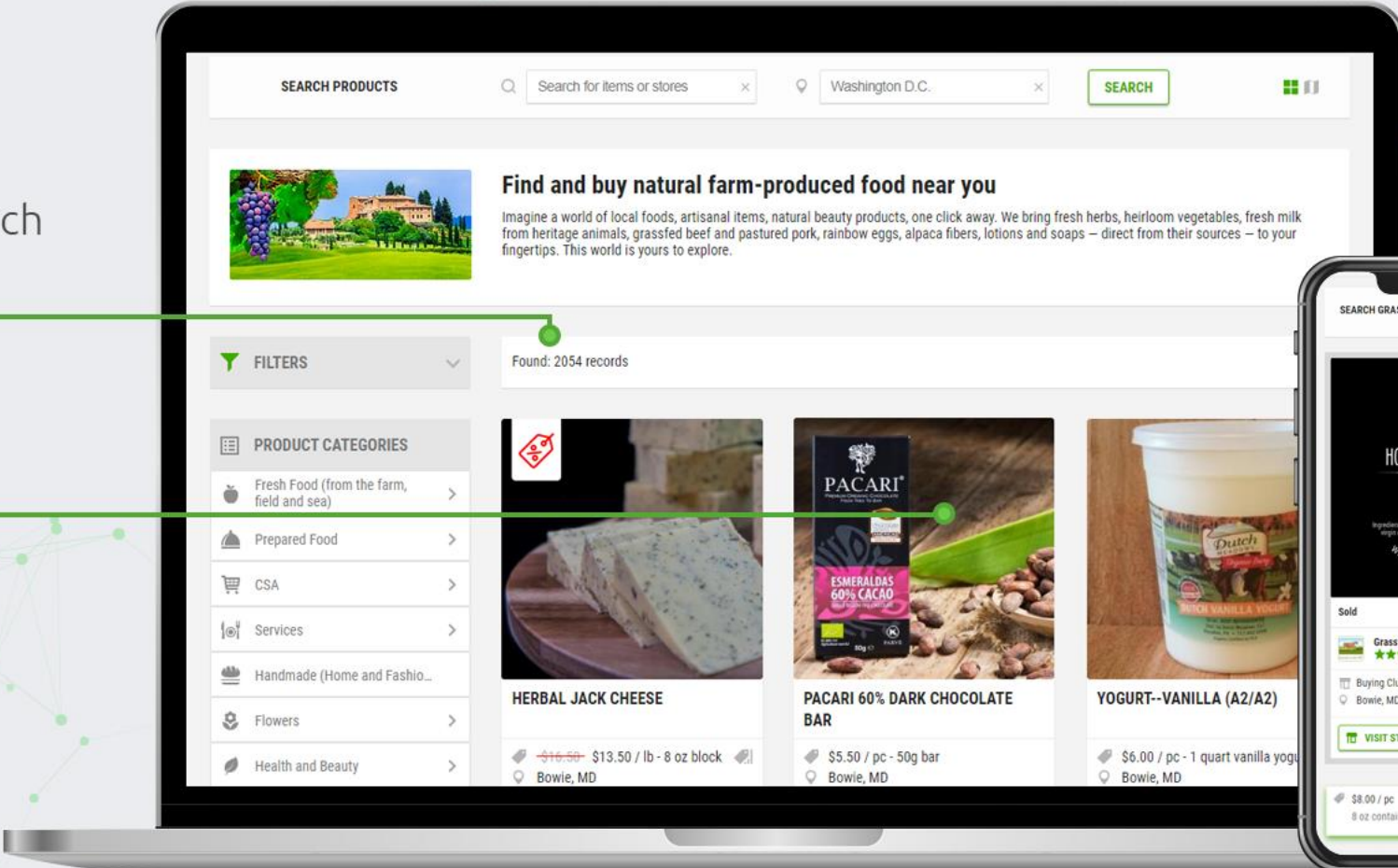
- E-commerce enabling software for food buying clubs and farmers' markets;
- Farmers and food associations can play the role of new technology providers;
- Integrates IoT and Blockchain Platform, social media, search engine optimization, engaging content, nutritional information, payment processing – globally!
- Automatically provides traceability and raises the flexibility, security, and stability of supply chains through the IoT sensor system.

# How It Works?



Browse and search for local food

Free online storefront for every farmer or buying club



# IoT and Blockchain Cultivate Increasing Food Supply Chain Sustainability



It leads to:

✓✓ Trustworthy traceability

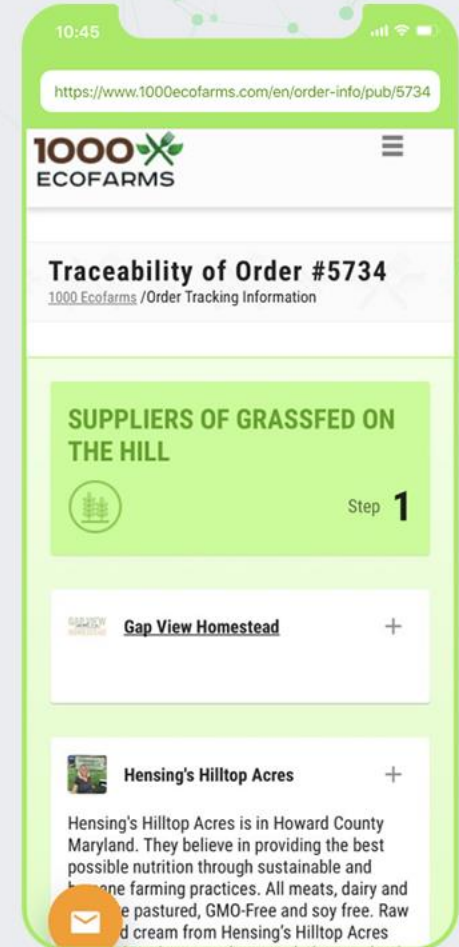
✓✓ Trust and new customers involvement

✓✓ Reliable accountability

✓✓ Transparent visibility



SCAN ME



# Visibility of Farmers' Products Supply Chain



### SUPPLIERS OF GRASSFED ON THE HILL Step 1

Gap Vie...

**Hensing...** Hensing's Hilltop Acres is in Howard County Maryland. They believe in provid farming practices. All meats, dairy and eggs are pastured, GMO-Free and soy produced in accordance with the Maryland Department of Agriculture's requi multiple things including A2/A2 genetics.

**Steel Ho...** Steel House Farm is a small family farm in Gerrardstown West Virginia. The c and Genevieve Yates and their two children, Silas and Sadie. Sadie does a lot they are raised out on pasture in floorless shelters that are moved each day t day. For the chicken feed, they use Homestead Harvest, locally grown and mi and Glyphosate contamination. The corn and soybeans are tested separately test is a test of a sample from a random bag of feed. The result is a delicious provide a great base for stock. (Feed labels and test results available upon r

**Wild For ...** Wild for Salmon is a family owned fishery practicing sustainable fishing mett fishing boat in Alaska. They distribute their product from their store in PA.

### SHIPPING TO: GRASSFED ON THE HILL Step 2

Gap View Homes... Seller delivery

Delivered

Delivered

Delivered

Delivered

### PICKUP LOCATION Step 5

**Swan**

Pick up between 3:00-9:00pm. Pick up is in the driveway of the site home. For additional questions, please contact us at grassfedonthehill@gmail.com

### SHIPPING TO PICKUP LOCATION

Grassfed on the ... Seller Delivery

### Grassfed on the Hill Step 3

Nov 4, 2019 11:40 AM

Nov 7, 2019 10:10 AM

1 products

ID#3721

2 products

Raw Milk (A2/A2) - 1/2 gallon - Plastic ID#1722

Chicken eggs ID#1829



# Social and Environmental Impact



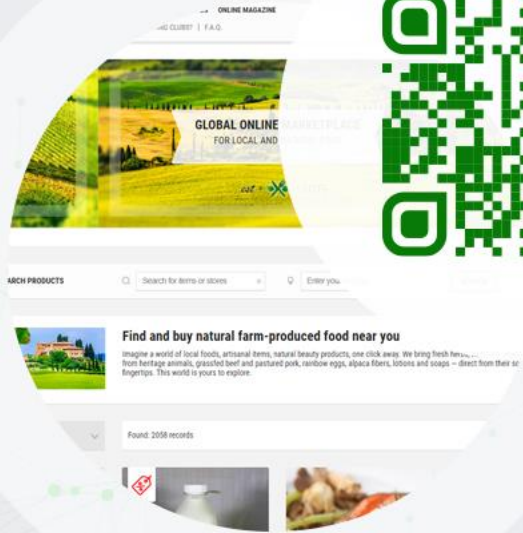
## Social

- ✓ Helping small farmers and other small producers to sell more products at fair prices
- ✓ Enabling access to new markets
- ✓ Addressing food access issues
- ✓ Reduction of budget expenses for subsidies

## Environmental

- ✓ Building resilient local food systems
- ✓ Promoting and simplifying access to local food
- ✓ Reducing food waste
- ✓ Bringing transparency to food production process
- ✓ Educating user community on sustainable food production

Thank you!



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