tracelabs
origintrail Core Developers

Making Supply Chains Work.
Together.

Food Data Market Project

Incentivised Data Exchange for Sustainable Supply Chains

Tomaž Levak
Managing Director at Trace Labs

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Our Vision: Informed and Empowered Consumers - **Prosumers**
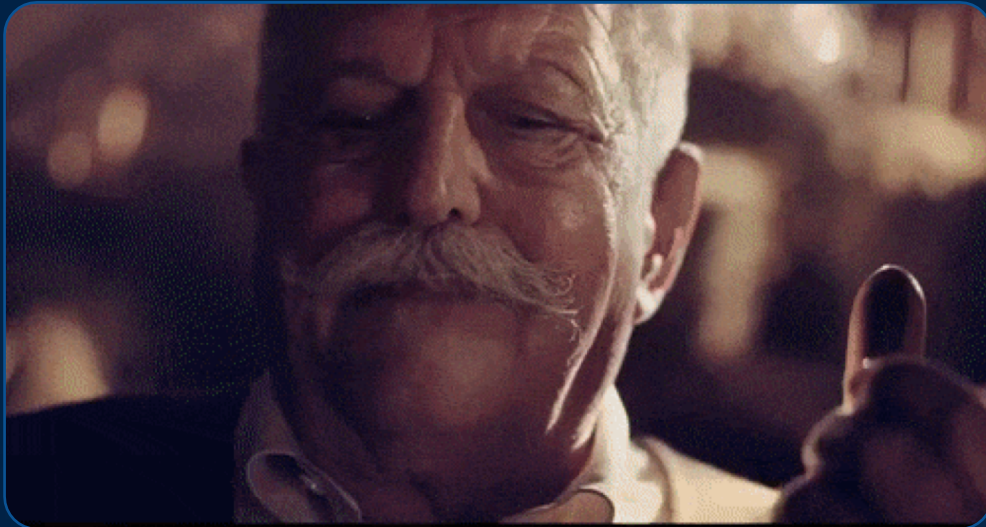
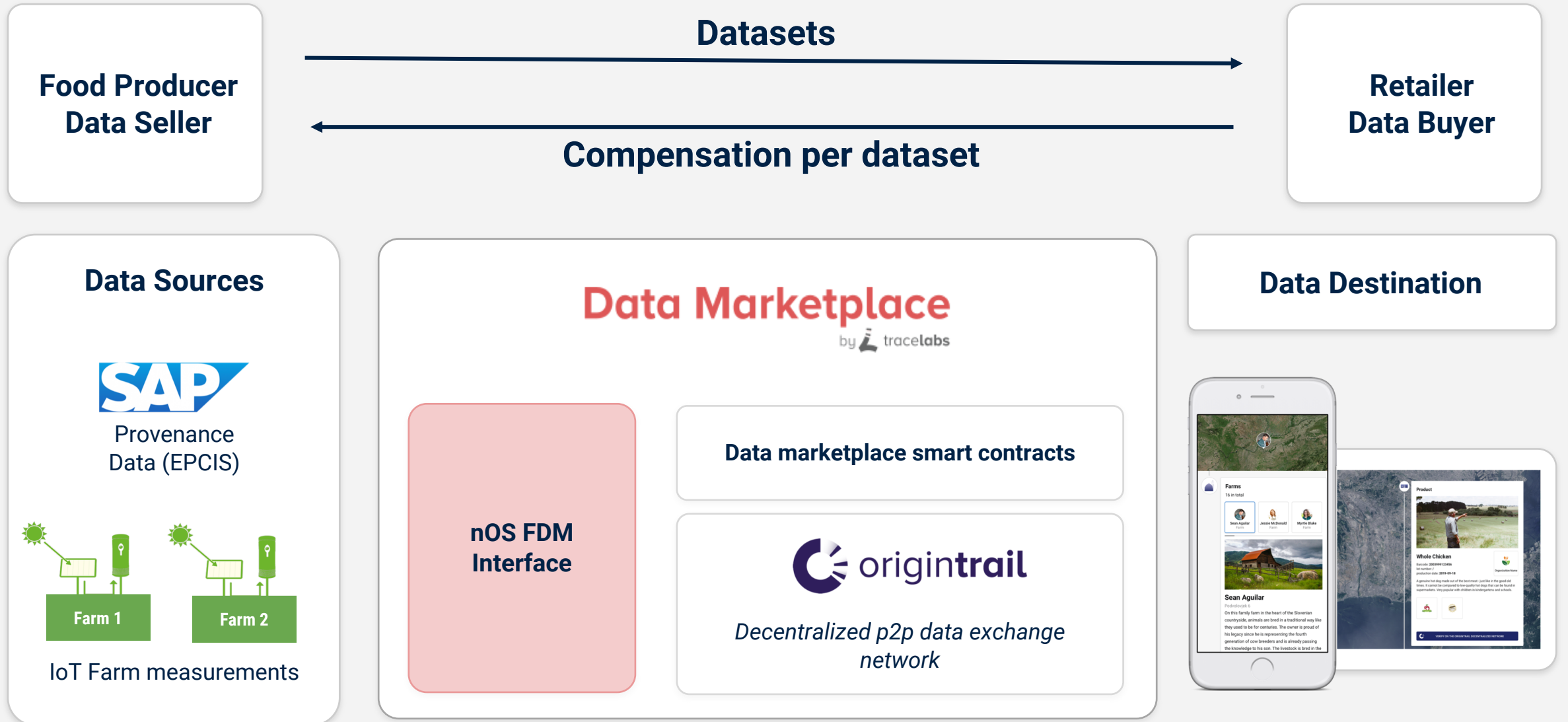Obtaining data from farmers to **support sustainability claims.**

"8 of 10 consumers check the origin at purchase" *(Elementar, 2017)*

HOW Does the Food Data Market Work

Food Producer
Data Seller

Datasets →

← Compensation per dataset

Retailer
Data Buyer

Data Sources

SAP

Provenance
Data (EPCIS)

Farm 1   Farm 2

IoT Farm measurements

Data Marketplace
by tracelabs

nOS FDM
Interface

Data marketplace smart contracts

origintrail

*Decentralized p2p data exchange
network*

Data Destination

Remote Sensing × AI Image Analysis

kakaxi

Adam Smith, Co-Founder & Director

KAKAXI-The world's smallest camera-equipped meteorological meter

Compact, lightweight and easy to install

Built-in basic sensor
(Temperature / Humidity / Insolation)

Includes solar panel
(30 cm x 30 cm / hourly record)

Built-in wide-angle camera
(Shooting interval: 5 minutes to 1 hour)

Built-in 3G communication
(Operates in more than 120 countries around the world)

Rain gauge option
(Wire connection)

[▶] [Food data market demo](#)

Data marketplace decentralized application connected to the OriginTrail Decentralized Network.

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FDM NGI Atlantic Goals

Kakaxi devices in at least 3 global supply chains

Reach sustainability and keep devices on the field by selling the data they capture

Enhance market positioning of data marketplace enabled Kakaxi device

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Thank you for your attention.

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