

# What: A Presentation on Technology-enabled, Rapid-Response Fresh Food Supply Chains: taking advantage of the new market conditions.

When: November 20<sup>th</sup>, 2020, 8:30 AM (MST).

Who: People interested on fresh food supply chains.

How: email [rene.villalobos@asu.edu](mailto:rene.villalobos@asu.edu) to get a Zoom invitation to the event.

Presented by: FFAR Team at ASU and NMSU.

## Summary

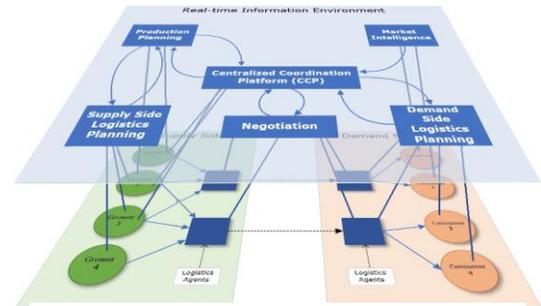
In this presentation we will unveil some of the models and tools being developed under the concept of TERRa-Fresh. TERRa-Fresh stands for TEchnology-Enabled, Rapid-Response FRESH supply chains. It is an integrated planning, analytics, and coordination environment that seeks to exploit the new technological realities of the supply chain of fresh agricultural products for the benefit of the growers, the consumers, and the environment. It enables market-oriented supply chains for fresh fruits and vegetables (FFV) based on the effective utilization of market intelligence, information technology, negotiation, coordination, and planning decision support tools.

TERRa-Fresh supply chains are resilient through rapid reconfigurability based on data and status estimation of the underlying physical supply chain and environmental conditions. Such supply chains generate less food waste and have value chains that are better aligned with the level of risk taken by the different supply chain actors.

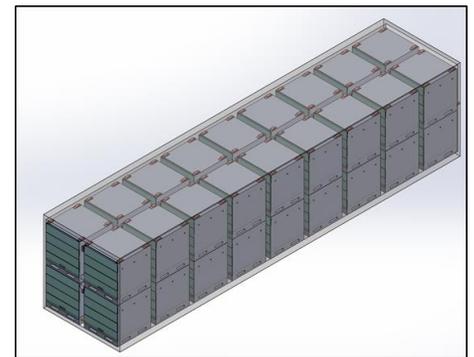
At the core of TERRa-Fresh is the application of supply chain planning, information, and technology-based tools to shorten the supply chain distance between growers and emerging market opportunities. The proposed environment aims to achieve benefits across at least three main dimensions: 1) increased profitability of growers, particularly small growers; 2) greater availability of affordable, nutritious food for consumers, and 3) reduction of food waste throughout the supply chain.

More specifically, TERRa-Fresh is designed to:

1. Provide growers with market intelligence and planning tools to reach the most profitable markets at the right time with the right product and the least waste.
2. Incorporate automated logistics coordination/negotiation tools that allow small growers to efficiently reach the final consumer.
3. Provide growers, their logistics agents, and potential investors with information on specific market opportunities and an assessment of the profitability and financial risks associated with the identified opportunities.



TERRa-Fresh Schematic



Mini containers for efficient local logistics

The development of TERRa-Fresh is supported by the Foundation for Food and Agriculture Research (FFAR) and is a joint effort with New Mexico State University.