JANUARY 14TH, 2022
TECHNOLOGY-ENABLED, RAPID-RESPONSE FRESH (TERRa-FRESH) FOOD SUPPLY CHAINS

Updates to the TERRa-Fresh Project and Request for Agriculture Community Feedback

TERRa-Fresh is an integrated planning 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.

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.

We will introduce advances on:

1. Use of data mining and artificial intelligence tools to identify market opportunities for small growers
2. Planning tools to procure local and organic products
3. Efficient logistics for small harvests of fresh products
4. Marketplace tools for spot and forward sales negotiation

Supply Chain Coordination and Collaboration Tools for Small Farmers
Identification of Market Opportunities using A.I. Tools
Planting Schedule based on Climate Conditions and Demand Fulfillment
TERRa-Fresh Website

https://www.terra-fresh.com/Home

IN-PERSON LOCATION
SkySong 1, Rm 201 Global
1475 North Scottsdale Road,
Suite 200
Scottsdale, AZ 85257

ZOOM REGISTRATION
https://asu.zoom.us/meeting/register/tZUrc
muqD4pHTNgVgA4KvP7ycSml5O2wX8

January 14th, 2022
8:00 am – 12:00pm
AGENDA

Introduction
8:30 – 9:00AM  TERRa-Fresh, summary and state of the project
9:00 – 9:15 AM  Case Study

Market Intelligence, Climate Informed Growing, and Demand Fulfillment
9:15 – 9:45 AM  Taking advantage of Market Intelligence
9:45 – 10:00 AM  Building alliances in complementary regions
10:00 – 10:20 AM  Finding best partnerships to meet demand
10:20 – 10:30 AM  Participants’ feedback

10:30 – 10:40 AM  Break

Supply Chain Coordination and Logistics
10:40 – 11:00 AM  Coordinating growers for effective collaboration
11:00 – 11:20 AM  Designing logistics under regular and disrupted conditions
11:20 – 11:40 AM  Addressing small farmers logistics problems (Mini-containers)

Community Discussions and Closing
11:40 – 11:50 AM  Validation and engagement (Representative farms)
11:50 – 12:00 AM  Wrap up and Q&As

Optional Program
1:00 – 2:00 PM  Small Growers Forum
2:00 – 3:00 PM  Supply Chain Articulators Forum
3:00 – 3:30 PM  Next Steps and Conclusions
IN-PERSON LOCATION AND ONLINE MEETING INFO

Attend In-Person:

ASU SkySong Building 1, Room 201 Global
1475 North Scottsdale Road, Suite 200
Scottsdale, AZ 85257

Registration to Join online via Zoom:

Hi there,

You are invited to a Zoom meeting.

When: Jan 14, 2022 08:00 AM Arizona

Register in advance for this meeting:

https://asu.zoom.us/meeting/register/tZUrc-muqD4pHTNgVqA4iKvP7ycSml5OZwX8

After registering, you will receive a confirmation email containing information about joining the meeting.