



MINISTRY OF KNOWLEDGE ECONOMY. STARTUPS AND MICRO-ENTERPRISES



DEVELOPMENT OF AGROBUSINESS INNOVATION **IN ALGERIA** « InnovAgro »

THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

AgriSafe

Connected packaging to optimise the transport of agricultural products.



TYPE OF OPPORTUNITY:

Internet of Things (IoT) technology - Intelligent packaging.

*Related to other sheets

CHALLENGE:

Major losses during the transport of agricultural products are due to inadequate conditions, often varying, humidity, or inefficient temperature, logistics management, which leads to premature deterioration of the products.

IMPACT ON THE VALUE CHAIN:

Upstream : Optimising transport practices and reducing losses due to poor transport conditions.

Downstream : Delivering better quality agricultural products to processors and distributors, boosting their competitiveness and reducing losses.

SOLUTION:

Development of a solution combining :

- Integrated IoT sensors: Installed in the containers, these measure and monitor temperature, humidity and CO2 levels in real time.
- Monitoring and management platform: A mobile and web interface provides notifications of deviations from critical parameters, enabling rapid adjustments.
- Modular adaptability: The sensors can be adapted to a variety of pack sizes and containers, from small fruit cartons to large, refrigerated containers.

BENEFITS OR EXPECTED IMPACT

- Reduced post-harvest losses thanks to early detection of packaging and transport anomalies.
- Improved traceability via a detailed history of transport conditions.
- Optimised logistics thanks to better coordination between producers and transporters.
- Contributing to a sustainable supply chain by reducing losses.

• Analytical reports: Historical data to optimise future logistics and identify critical points in the chain.



SOLUTION COMPONENTS

- Continuous • Advanced IoT sensors: measurement of critical parameters.
- Digital monitoring platform: real-time access to data via an intuitive user application.
- Technical support: training supply chain staff in the use of the tools.

ADDITIONS TO THE OPTIONAL BUSINESS MODEL :

- IoT service subscription: Users pay a monthly subscription fee to access real-time data and analysis reports.
- Direct sales of IoT modules and packaging: generate revenue by marketing physical devices.
- Public-private partnerships: collaboration between governments and private companies to roll out this solution on a large scale in key agricultural regions.

WHO WILL PAY FOR THIS SERVICE OR PRODUCT?



SUCCESS STORIES

Digimarc

Digimarc offers a product scanning platform that makes every item intelligent and interactive by assigning it a unique digital identity. This technology uses various types of tags, including digital watermarks, QR codes, RFID and NFC, to connect product information to its physical packaging, offering complete traceability throughout its lifecycle.

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Pragmatic Semiconductor

develops traceable reusable packaging solutions by integrating low-cost flexible integrated circuits (FlexICs) into RFID tags. This technology provides detailed data at asset level, making traceability of reusable packaging economically viable on a large scale, and enabling a more sustainable circular economy.

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PROCESS FOR REALISING THE OPPORTUNITY

PHASE 1:

Research & design : Development of IoT sensors and initial tests.

PHASE 2:

Pilot deployment : Tests on key transport chains & POC.

PHASE 3:

Expansion : Large-scale commercial launch with strategic partnerships.





complementary goals

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Here are some opportunities that you might be interested in related to yours – Scan QR code