

DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

AgriCertChain

Certification and secure traceability platform for agricultural products.

IDEA
N°21



TYPE OF OPPORTUNITY:

Blockchain technology and digital tools.

*Related to other sheets

CHALLENGE:

The lack of reliable certification and traceability, coupled with a lack of mechanisms for consumers and value chain actors to define and communicate their specific needs, undermines farmers' ability to meet the expectations of specialist and international markets. This leads to fraud, low consumer confidence and a lack of recognition for quality agricultural products.

IMPACT ON THE VALUE CHAIN:

Upstream : Reliable certification, backed up by robust traceability, adds value to products and strengthens producers' credibility with buyers.

Downstream : Certification enables consumers to make informed choices and promotes authenticated products, facilitating access to premium and international markets.

SOLUTION:

Development of a digital platform for the participatory certification of agricultural products :

- Integration of blockchain technology and secure QR codes to guarantee the authenticity and traceability of certifications.
- Gathering the specific needs of consumers and players in the value chain using interactive modules.
- Translate the needs collected into clear standards and requirements for producers.
- Strengthening the relevance of certifications and improving transparency throughout the supply chain.
- Implementation of a feedback system to ensure continuous improvement of certification processes.

BENEFITS OR EXPECTED IMPACT

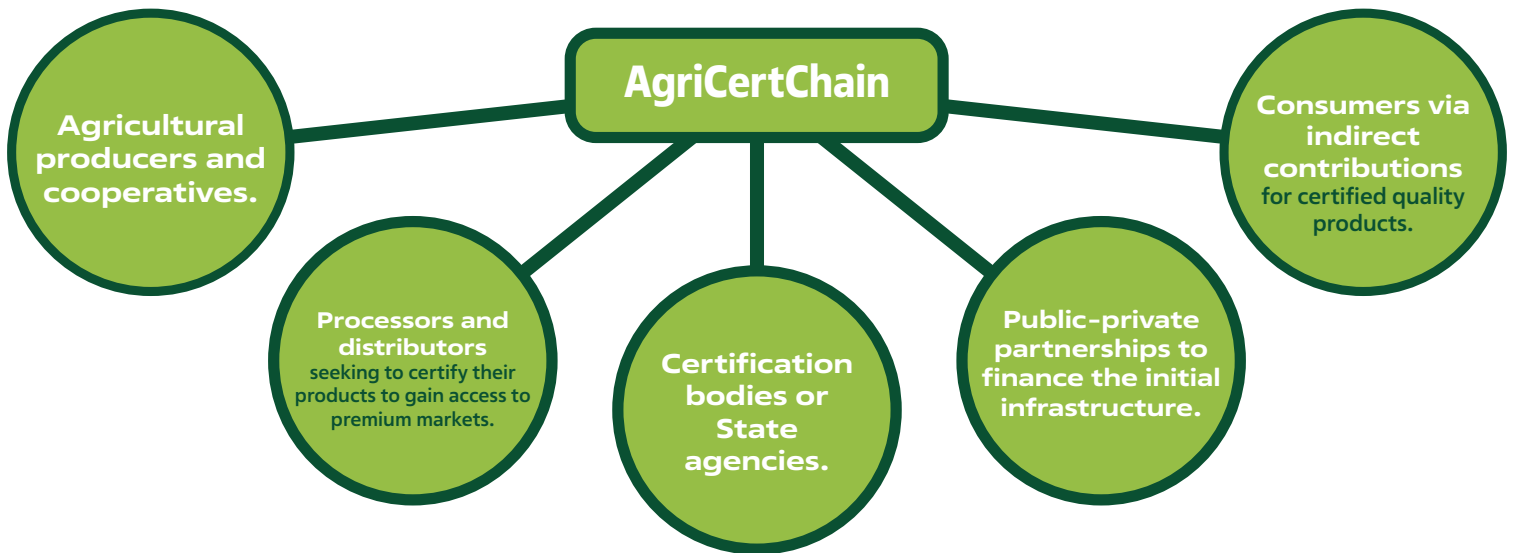
- Integrating the needs of consumers and players in the value chain into certifications, guaranteeing an appropriate response to their expectations.
- Credible, targeted certification recognised by specialist and international markets.
- Transparent traceability and feedback, boosting consumer confidence.
- Optimisation of production processes thanks to specific feedback on required standards.
- Protection against counterfeiting and fraudulent practices thanks to secure digital tools.



SOLUTION COMPONENTS

- Interactive modular certification system: Integrates different levels of certification adapted to the specific needs expressed by consumers and players in the value chain.
- Blockchain and QR codes: These are used to guarantee the authenticity of certifications and give users access to information on traceability and compliance with standards.
- Data management and feedback: analytical dashboard to monitor performance, collect user expectations, and detect gaps between requirements and practices.
- Technical assistance: training in the use of the platform, integration of consumer feedback, and support for producers in meeting specific standards.

WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



SUCCESS STORIES

Bext360

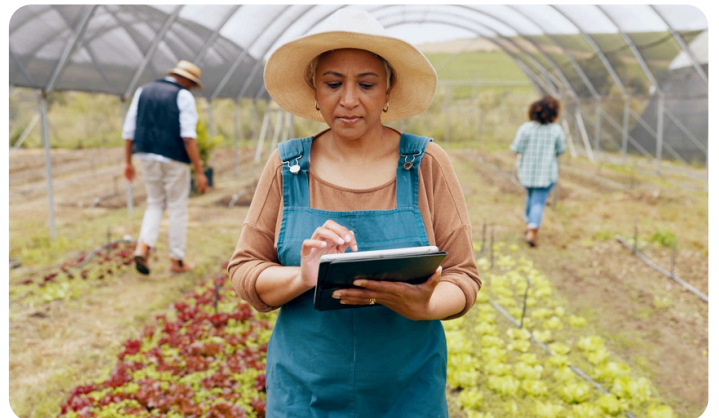
uses blockchain to certify and track the quality of agricultural products in value chains.

[CLICK HERE](#)

Fairfood

helps producers to certify their products while guaranteeing transparency for end consumers.

[CLICK HERE](#)



PROCESS FOR REALISING THE OPPORTUNITY

PHASE 1:

Technological development : Creation of the platform and integration of Blockchain and QR code technologies.

PHASE 2:

Pilot Test : Implementation on pilot farms to validate effectiveness.

PHASE 3:

Training : Raising awareness and training producers and cooperatives to adopt the solution.

PHASE 4:

Extension : Large-scale roll-out and ongoing technical support.

COMPLEXITY



LEVEL OF INVESTMENT NEEDED



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

Linked in chain

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