

# DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

## THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

### AgroTrack

Application for the traceability of agricultural products.

IDEA  
N°30



TYPE OF OPPORTUNITY: **Mobile application and digital platform with Blockchain and Internet of Things (IoT) technology.**

\*Related to other sheets

### CHALLENGE:

Insufficient traceability of agricultural products leads to economic losses and inefficiencies in the supply chain, particularly during transport and storage. This lack of traceability undermines producers' competitiveness and limits their access to premium markets, while reducing transparency for consumers.

### IMPACT ON THE VALUE CHAIN:

**Upstream :** Improved management practices for producers and transporters thanks to high-performance monitoring tools and real-time alerts.

**Downstream :** Increased income thanks to enhanced certification, reduced losses and easier access to specialist markets.

### SOLUTION:

**Development of an integrated solution that includes :**

- Blockchain and IoT for secure, real-time tracking of agricultural products from production to consumption.
- A data visualisation platform that enables players in the chain to identify inefficiencies and reduce losses.
- Partnerships with processors and distributors to standardise and guarantee product quality in line with the expectations of premium markets.

### BENEFITS OR EXPECTED IMPACT

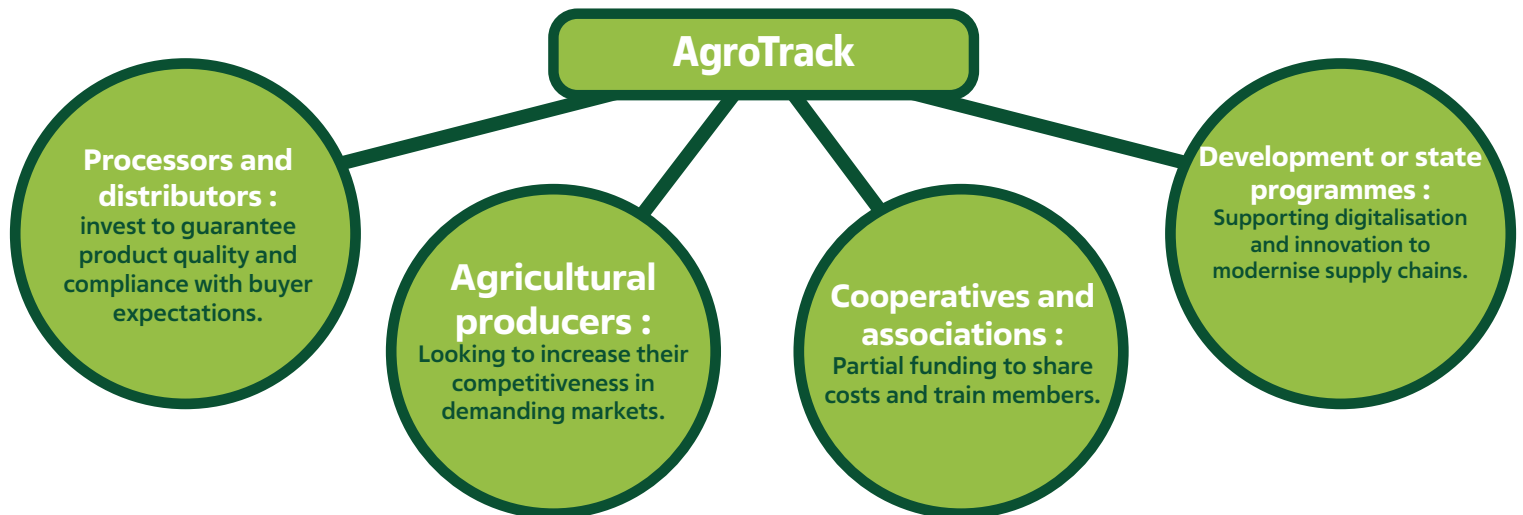
- **Greater competitiveness :** Producers can add value to their products thanks to greater transparency and robust traceability.
- **Increased efficiency :** Reduced losses and optimised logistics thanks to real-time data analysis tools.
- **Access to specialist markets :** Traceability standards enable us to meet the requirements of premium and international buyers.
- **Consumer confidence :** Clear, accessible information increases customer satisfaction and loyalty.



### SOLUTION COMPONENTS

- **Blockchain platform :** Secure system for recording and verifying data.
- **IoT sensors :** integrated into transport or storage units to monitor conditions in real time.
- **Mobile application :** User-friendly interface allowing consumers to scan QR codes to access product information.
- **AI algorithms :** Data analysis to identify inefficiencies and risks in the supply chain.
- **Open API :** Connectivity with other systems or platforms for seamless integration.

# WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



## SUCCESS STORIES

### Agriplace Trace

is an application that tracks the entire production chain of agricultural products, guaranteeing compliance with standards and transparency for buyers.

[CLICK HERE](#)

### IBM Food Trust

Blockchain platform that tracks food products throughout the supply chain, improving transparency and traceability.

[CLICK HERE](#)

### Provenance

Digital solution using blockchain to provide detailed information on the origin and production of food, accessible via a QR code.

[CLICK HERE](#)

### TE-FOOD

Food traceability application using Blockchain and IoT technologies to secure and monitor supply chains.

[CLICK HERE](#)



## PROCESS FOR REALISING THE OPPORTUNITY

### PHASE 1:

**Needs analysis :** Identify the key players and define the essential data to be tracked for each product.

### PHASE 2:

**Technological development :** Creating a mobile application and integrating IoT sensors into the supply chain.

### PHASE 3:

**Pilot project :** Testing the solution with a small group of producers and processors.

### PHASE 4:

**Launch :** Large-scale deployment of the platform with ongoing technical support.

### PHASE 5:

**Evaluation and improvement :** Gathering feedback to optimise functionality.

### COMPLEXITY



### LEVEL OF INVESTMENT NEEDED



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

Combined with  
**23**

integrated into  
**17B**

Linked in chain  
**21**