The role of private sector in supporting smallholders facing disruptive impact of COVID-19 through the use of digital innovation and technology
The Covid-19 Pandemic Unexpectedly and Dramatically Impacted the Entire Global Economy:

- Border closures
- Quarantines
- Market, supply chain and trade disruptions
Digitization of small and medium-size farms is the way to improve and reinforce the engagement of farmers into local and global food markets:

1. Traceability and visibility of local and global food supply chains based on IoT and Blockchain attract new customers;

2. Direct integration into local and global food and ag markets eliminates lack of access;

3. Direct communication with suppliers and customers adds value;

4. Low administrative costs increase efficiency.
COVIDIGIZATION: How to Leverage the Current Global Crisis?

The global online marketplace for farmers’ products based on IoT and Blockchain technology
The comprehensive technological Platform based on IoT and Blockchain builds connections through technology:

- E-commerce enabling software for food buying clubs and farmers’ markets;
- Farmers and food associations can play the role of new technology providers;
- Integrates IoT and Blockchain Platform, social media, search engine optimization, engaging content, nutritional information, payment processing – globally!
- Automatically provides traceability and raises the flexibility, security, and stability of supply chains through the IoT sensor system.
How It Works?

Browse and search for local food

Free online storefront for every farmer or buying club
IoT and Blockchain Cultivate Increasing Food Supply Chain Sustainability

It leads to:

- Trustworthy traceability
- Trust and new customers involvement
- Reliable accountability
- Transparent visibility

SCAN ME
Visibility of Farmers' Products Supply Chain

SUPPLIERS OF GRASSFED ON THE HILL

- Guy Fin
- Shades Hill Farm
- Hill Farm
- Swan Farm

SHIPPING TO: GRASSFED ON THE HILL

- Cooler Delivery

PICKUP LOCATION

Swan Farm

Pickup between 3:30 PM-4:30 PM. Pick up is in the driveway of the site home. For any questions, please contact us at grassfedonthehill@gmail.com

SHIPPING TO PICKUP LOCATION

- Grassfed on the Hill
- Cooler Delivery

FCE Group AG • 1000 Ecofarms, LLC
Social and Environmental Impact

Social

- Helping small farmers and other small producers to sell more products at fair prices
- Enabling access to new markets
- Addressing food access issues
- Reduction of budget expenses for subsidies

Environmental

- Building resilient local food systems
- Promoting and simplifying access to local food
- Reducing food waste
- Bringing transparency to food production process
- Educating user community on sustainable food production