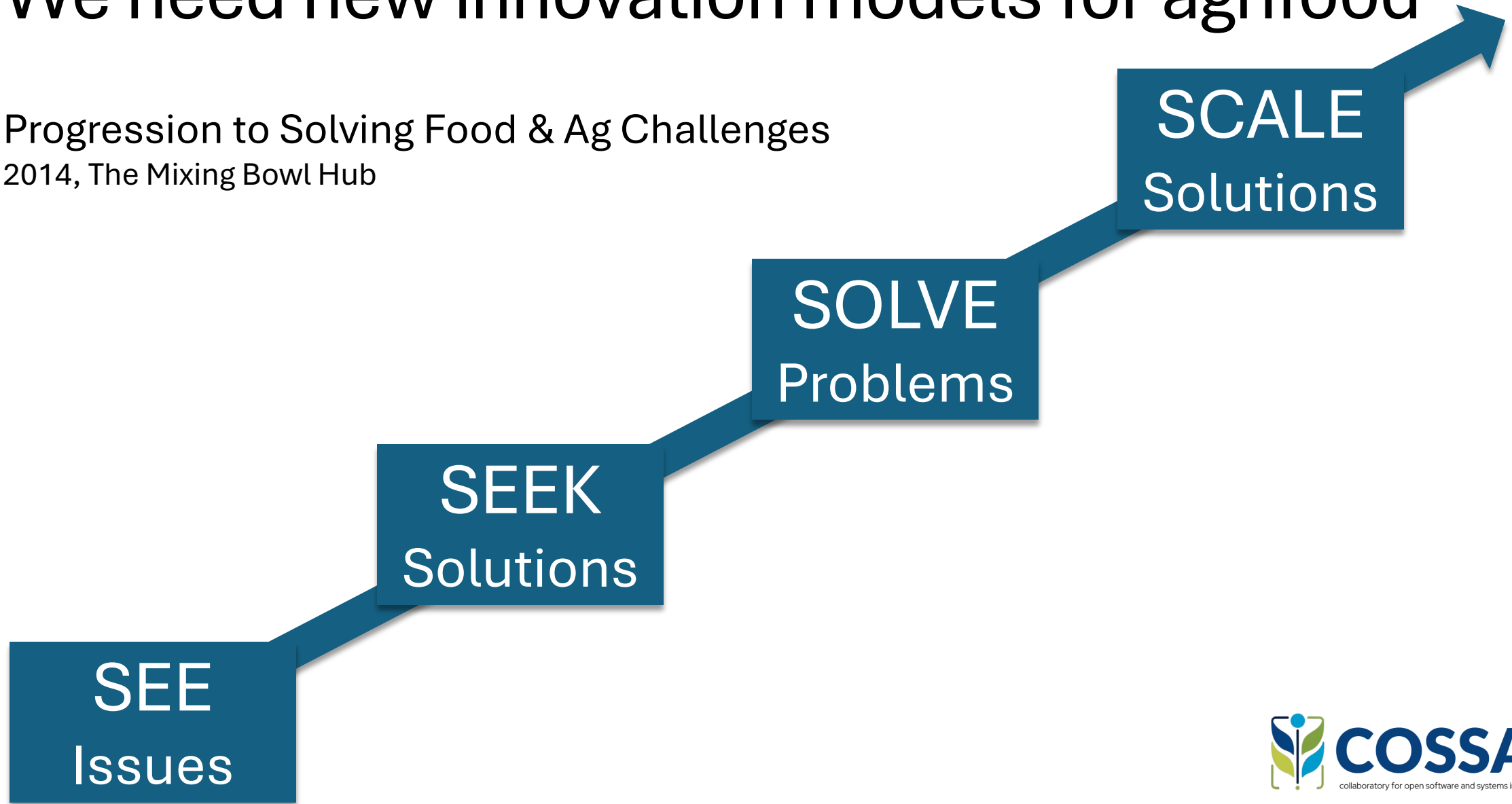




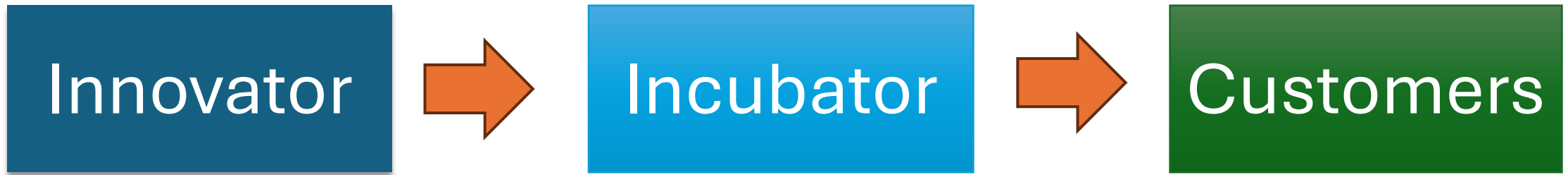
**“DATA ROADBLOCKS” CAUSE
DELAYS, DIVERSIONS AND
ELIMINATE LONG-TERM VALUE**

We need new innovation models for agrifood

Progression to Solving Food & Ag Challenges
2014, The Mixing Bowl Hub



Incubators, VC, academia, NGO, trade groups are not effectively solving problems at scale



+7000 incubators, +800 venture studios are using the standard “push” innovation process to promote startup solutions

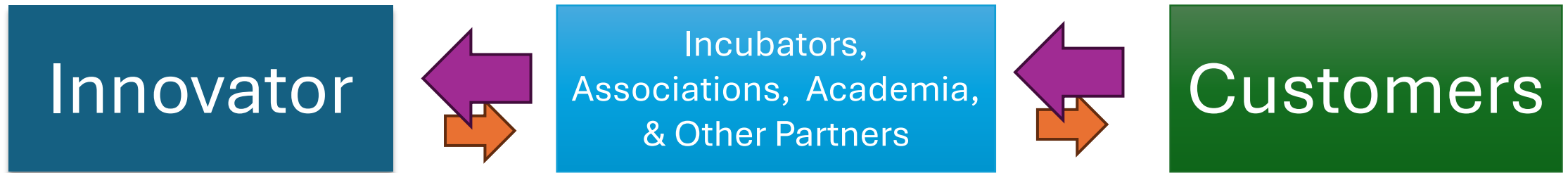
150 Agtech incubators, accelerators, and venture-support organizations

Over \$200 billion US in Agrifoodtech VC 2013-2023 Deployed

We need new innovation models for agrifood

- Data needed for food system agility is not flowing
- NGO, Academia (and extension) are not providing adequate digital innovation to the agrifood sector
- Most agrifood tech innovation needed is not a match for the venture capital model, alternative funding is scarce
- Most agrifood trade groups and “check-off” organization are ill-prepared to address their industry’s data needs
- We are not moving fast enough

COSSAF is a non-profit* entity leveraging pre-competitive “collective impact” & “open” tech



Multi-corporate pre-competitive and broader stakeholder collective impact efforts to **“pull” appropriate solutions to market need**

Leverage open software and systems to address unique aspects of agrifood
(low margin, variability, slow adoption, high risk, etc.)



Supply Chain of The Future

www.supplychainofthefuture.org

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**“Data doesn’t move produce,
collaboration does.”**

Steve Alaerts, foodcareplus



ENOUGH TALK.

It is time for action.

This movement is demonstrating tangible value through live interactive demos and showcases of what is possible.



Four Core Initiatives

Our collaborative process drives tangible outcomes by actively promoting solutions for the industry's biggest challenges.



Shelf-Life Prediction

Dynamic Incentives

Smart Data Escrow

Harmonized Standards



Fresh Supply Chain of The Future

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INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



TRANSFORMING AGRICULTURE THROUGH COLLECTIVE IMPACT INNOVATION





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collaboratory for open software and systems in ag and food



WTO / UN COLLABORATION





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