



B-Star, Pitch (Food Security)

Connected Cool Centres

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Technology Innovation Idea

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Connected Cool Centres (CCC)

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This food supply chain innovation aims to support small (organic) farmers and urban food producers with limited resources, by providing an online platform together with physical cold storage facilities. The innovation would help keep regional produce of multiple farmers (in a collective) cool, in a shared cold storage facility. With a more centralized cold storage facility that includes inventory monitoring technology (cameras, sensors & AI), the type, quantity and quality of stock of connected (small holder) farmers can be monitored, analysed and communicated by CCC providing a central point for organic produce point of sales for distributors, resellers and more.

The service of storing, keeping cool and keeping inventory while keeping the value chain connected may create a higher availability of (organic) food at competitive prices. CCC would create flexibility for the small farmer, supporting regenerative multi-crop farming practices and allowing them to produce what they can when they can, and worry less about potential to sell and store produce. It will lessen food waste, give small holders better insight in regional agro-activity or consumer demand and allow higher productivity increasing food security regionally.

Expanding the Network of local Farmers, the quality and quantity can be managed and even predicted. Gaining the trust from local small farmers with consistent securities for sales. CCC can provide small farmers the opportunity (platform and facility provided) to scale and tailor their production practices to market needs ahead of time and giving them insights as to what crops to focus on or direct potential crop-diversification based on the farmers knowledge and potential.

The cool centres can be used as repositories for the seeds that come from the urban produce. The centre could make use of smart systems that will allow resellers and restaurants remotely check inventories and bid on available produce and possibly make connection with their preferred Farmer via these centres.

“We cannot afford to not invest in the access to adequate affordable nutrition.” Josette Sheeran



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