

# THE FRUITS AND VEGETABLES INDUSTRY SERIES

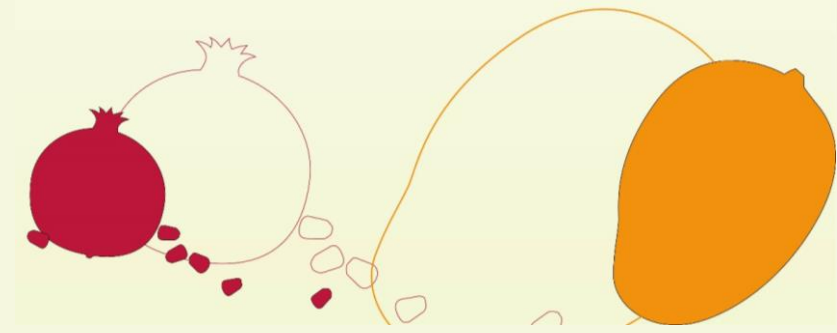
19 March 2024



## Session 6 Food Fraud Prevention, Monitoring, and Controls



FRUIT AND VEGETABLES SCHEME





# AgroSfer

**Sustainable and traceable agricultural sectors**

*Food fraud prevention, monitoring and controls*



**COLEAD**



**SÉRIE SUR LA FILIÈRE FRUITS  
ET LÉGUMES**

# AGROSFER IN 4 SLIDES

# AGROSFER'S POSITION

We help farmers and manufacturers achieve lasting results.

We believe in strengthening small farmer cooperatives and helping them to offer better quality and greater quantity to local and international markets.

## Production Performance

- Mapping the players
- Spreading good practice
- Making operations easier

## Access to the markets

- Analysing offers and requests
- Creating opportunities
- Facilitating transactions

Structuring sustainable and traceable supply chains



Cereals and beans



Cocoa



Cotton



Tubers



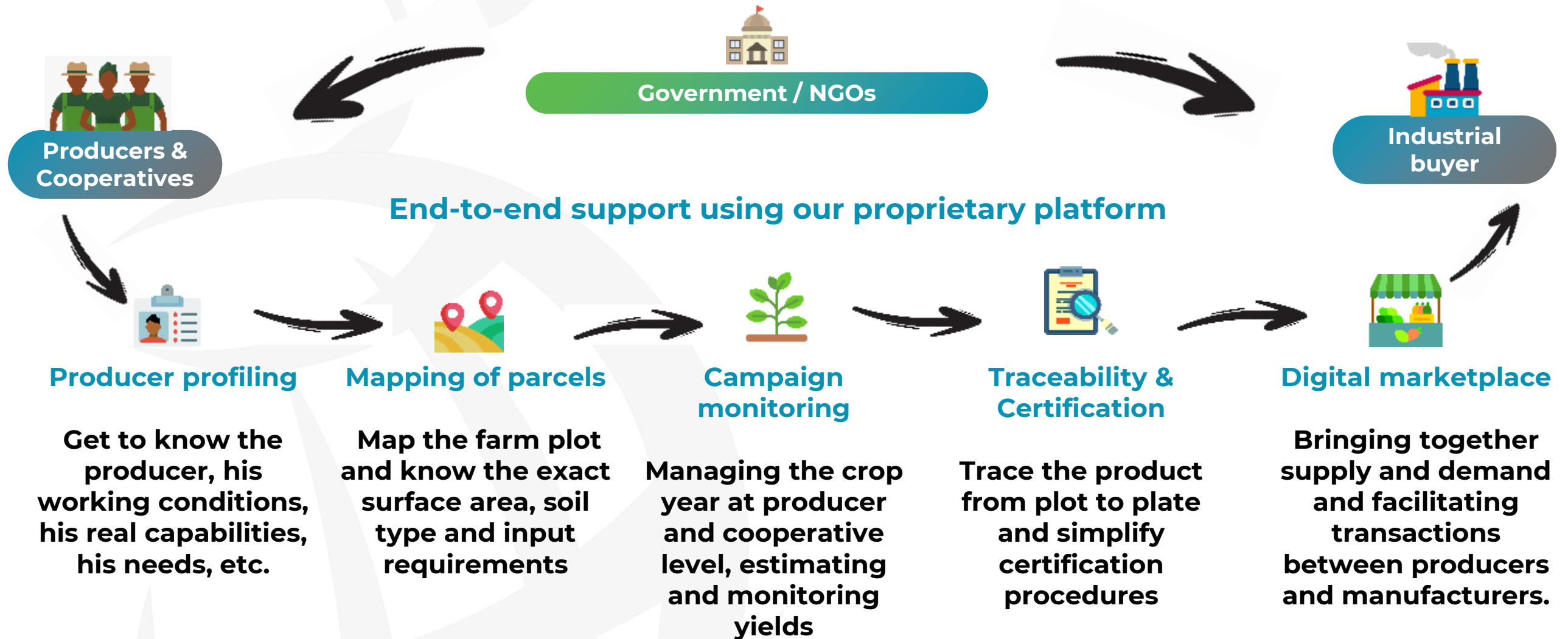
Nuts



Tropical fruits

# IMPLEMENTATION

From one end of the value chain to the other,  
we provide data at the service of business control





# TOOLBOX INNOVATION

AgroSfer's innovation is a « technological "toolbox" which facilitates aggregation and procurement operations

We provide manufacturers with  
our technological solutions and  
our presence in the field through  
experienced agronomists.



## Production tracking & aggregation

Controlling agricultural  
production and crop  
aggregation



## Supply & Processing

Manage sourcing and trace  
processing through to the final  
product



# GEOGRAPHY OF AGROSFER

We are already active in 4 countries and 9 sectors of agriculture in West Africa

Our priority is Africa,  
from the West to the Centre, on  
the challenges of food security  
and improving  
performance  
sectors.



- Operations
- +1,200 onion producers

## Senegal

- Offices & operations
- +750 organic cocoa producers

## Ivory Coast



- Operations
- +2,500 maize, soya and sesame growers



## Togo

## Benin

- Offices & operations
- +13,000 producers (orange, cashew, pineapple, maize, soya, sesame)





## 4 CASES OF FRAUD PREVENTION

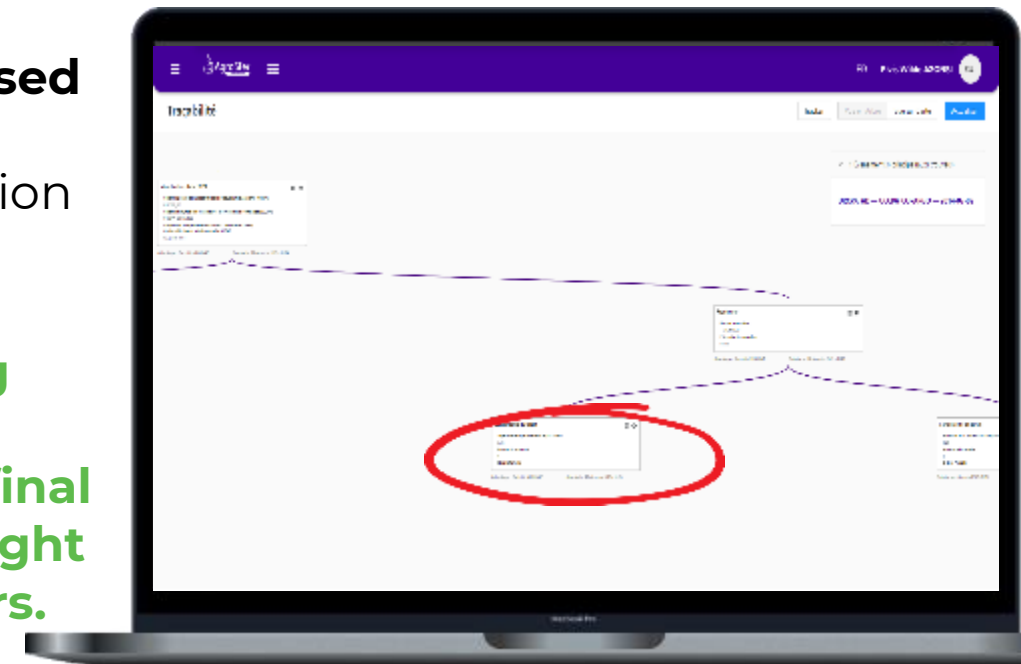


# #1 - FOLLOW-UP REGISTRATION

Digitalising the cooperative, monitoring its aggregation activities and detecting anomalies along the supply chain

Coordinating supplies between ABC (Afokantan Bénin Cashew) and more than 1,700 farmers that are members of URCPA was a challenge not only in terms of operational control, but also in terms of fraud risk management.

- **Digitalisation of the cooperative** (with member profiling, mapping of agricultural plots)
- **Implementation of the digital traceability module** (with a mobile application for collection agents)
- **Training farmers in good practice**
- **Provision of customised dashboards for monitoring** aggregation operations
- **Setting up a tracking system to trace anomalies from the final processed product right back to the producers.**

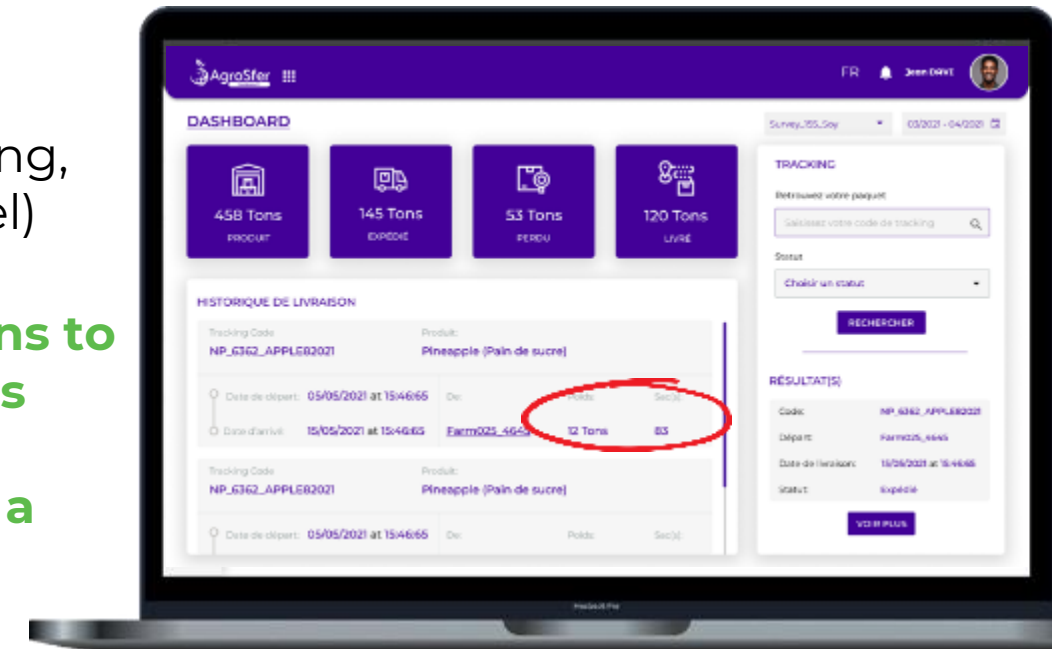


# # 2 - VOLUME CONTROL

Digitalising the cooperative, monitoring its production and aggregation activities and detecting anomalies in injected volumes

The Ivorian cooperative of women organic cocoa producers Scoop Kany (+700 members) supplies Dr. Bronner's, a German manufacturer with stringent traceability requirements in the face of cases of fraud involving the volumes injected.

- **Digitalisation of the cooperative** (with member profiling, mapping of agricultural plots)
- **Implementation of the digital traceability module** (with a mobile application for collection agents)
- **Provision of customised dashboards for campaign management** (monitoring, reporting, etc. at producer level)
- **Monitoring functions to alert if one suspects that the volume of cocoa delivered by a producer has been exceeded.**



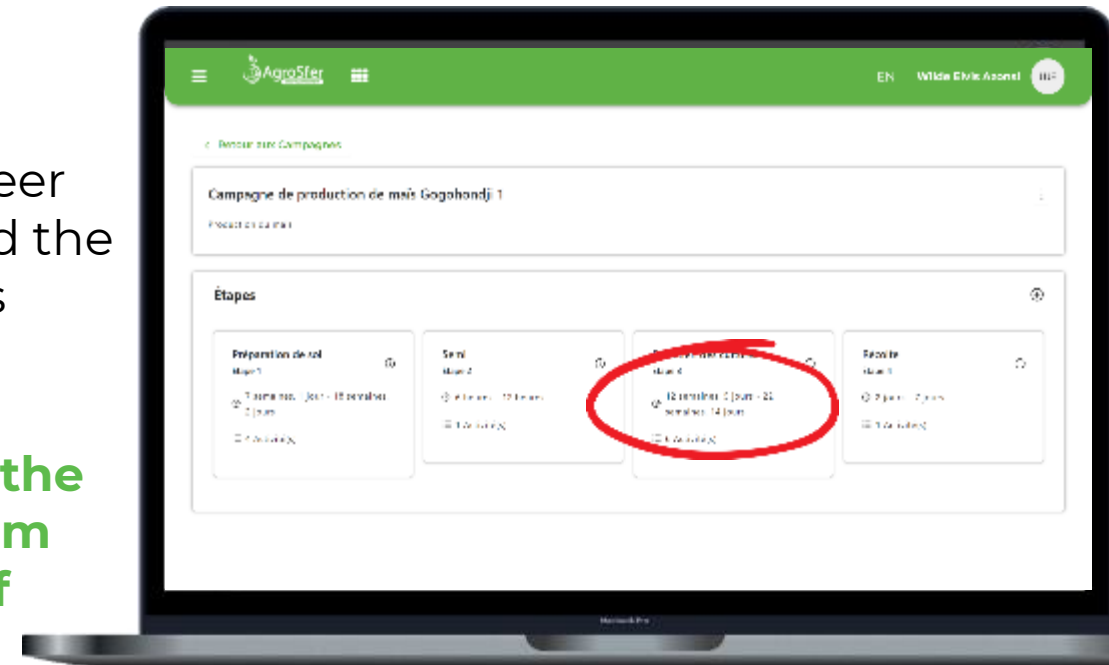
# #3 - END-TO-END TRACING

Digitalising and integrating into the industrial system the monitoring of each producer's activities, from the virgin plot to the sack of onions.

SAF Ingredients is an agro-industry that organises the onion sector in northern Senegal, collecting, processing and exporting to Europe the produce of more than 1,200 small-scale farmers with end-to-end support.



- **Digitalisation of the cooperative** (with member profiling, mapping of agricultural plots)
- **Implementation of the digital production monitoring module** (with a mobile application for field agents/agricultural advisors)
- **Setting up personalised monitoring dashboards** to steer the campaign and the collection process
- **Integration of monitoring with the centralised system for a 360° view of activities.**

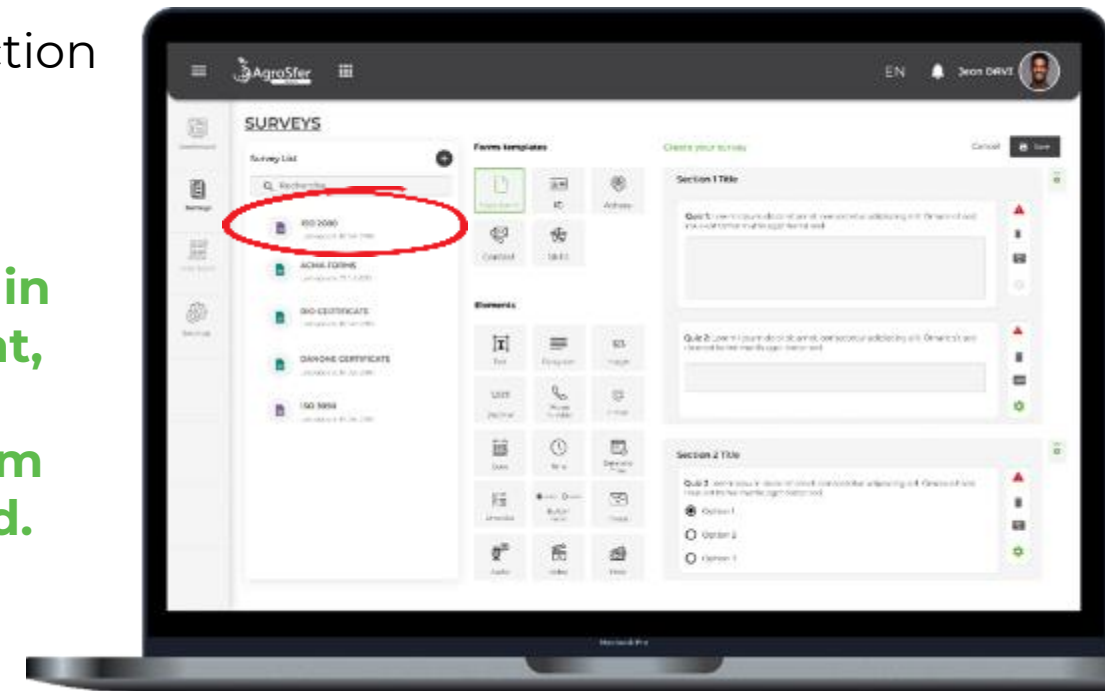


# #4 - CERTIFIED IN ONE CLICK

We have digitised the pineapple umbrella organisation and simplified Global G.A.P. certification for pineapples in Benin.

FENACOPAB, a federation of over 3,000 pineapple growers, has Global G.A.P. certification, which is cumbersome to maintain, with the risk of errors when returning data collected by hand throughout the crop year.

- **Digitalisation of the cooperative** (with member profiling, mapping of agricultural plots)
- **Implementation of the digital production monitoring module** (with a mobile application for farm advisers)
- Setting up production **monitoring dashboards**
- **Export of reports in Global GAP format, generated automatically from the data collected.**







# OUR NETWORK OF PARTNERS

We are supported and accompanied by key players  
in the world of agriculture and entrepreneurship





# AgroSfer

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## THE FRUITS AND VEGETABLES INDUSTRY SERIES

# Thank you



FRUIT AND VEGETABLES SCHEME



*The OECD-COLEAD Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market Plus programme, implemented by COLEAD within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.*