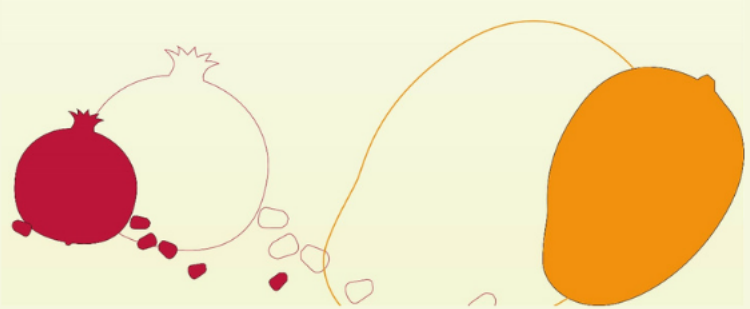
THE FRUITS AND VEGETABLES INDUSTRY SERIES

15 October 2026

Digital traceability and supply chain transparency: Policies for food safety and market access



Global Gateway

Funded by the European Union

LA CASÀ FRUITS · SENEGAL

From organic Kent mangoes to digital traceability

An exporter's experience: what the market demands, how we respond, what we learned.

2	Kent	Sea + air	Orchard → container
sites	**organic**	**export**	**traced**
Casamance · Niayes	Ecocert · GLOBALG.A.P.	fresh and dried	by AgriYoon

Alioune NDAO · Chairman & CEO · +221 77 435 42 74

THE REQUIREMENTS

What the buyer and certification require, and what that means for us

Organic · GLOBALG.A.P. · Fairtrade

Certifications

European buyers

Proof of origin, quality, documents

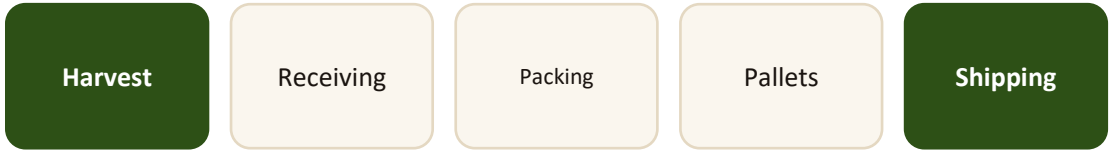
EUDR from 2027

Geolocated plot (cocoa, coffee…)

One core requirement

Link every shipped lot back to its harvests of origin

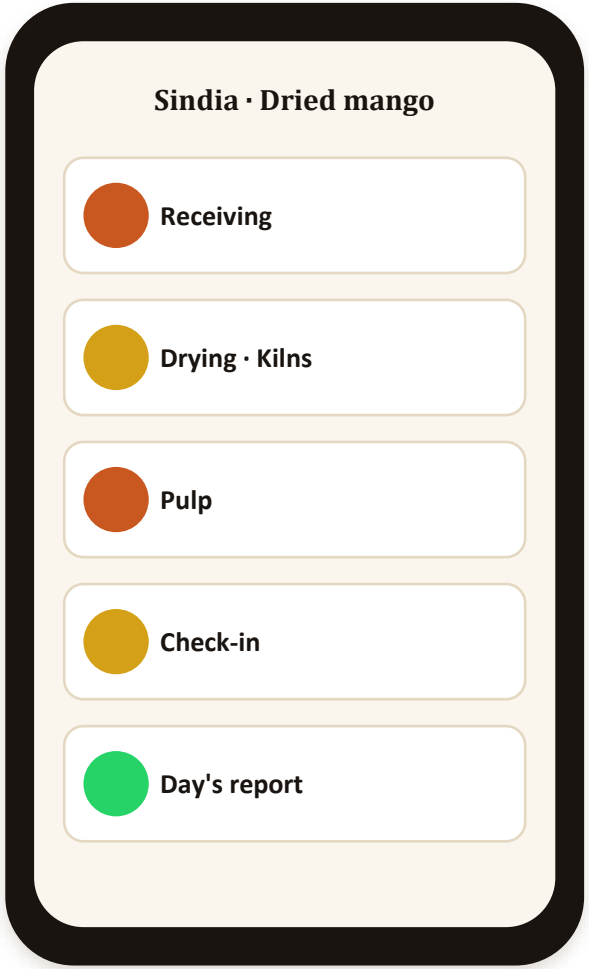
And be able to prove it on audit day, not reconstruct it afterwards.



Our stages: data has to be captured at each one, by those doing the work.

OUR ANSWER

AgriYoon: the tool we built in the field



Harvest · Receiving · Packing · Rejects · Drying · Crating · Pallets · BL · Invoice

On a phone, low bandwidth

Captured offline, syncs afterwards.

Lot ↔ harvest, automatic

Every lot is linked back to its harvests of origin.

Documents generated

Certificate of origin, packing list, bill of lading, invoice.

Operations covered

Cash register, payroll, quality, the day's WhatsApp report.

RESULTS AND WHAT'S NEXT

Traceability, a passport to the market

✓

European buyer honoured

multi-year order, backed by evidence

✓

Consistent documents

Certificate of origin and packing list match what happened on the ground

✓

Audit passed

harvest → lot → container, in sequence

2026 season: 83 payments to producers · 23 producers and pickers paid · close to 1,600 cash-register movements traced

What's coming: the EUDR

30 Dec. 2026

large and medium-sized companies

30 June 2027

small companies · further extension

Cocoa, coffee, rubber, palm oil, soy, timber, cattle: geolocated plot + EU declaration. Mango is not covered, and AgriYoon is getting ready for it.

LESSONS FROM THE FIELD

The real challenge isn't the technology

Challenges

1. Adoption by the teams
2. Data discipline
3. Rural connectivity

Adaptations

1. One action, one screen, one word
2. Offline data entry
3. Ongoing training

Lessons learned

1. Capture data where it is born
2. Start simple, iterate
3. An African SME can build its own tool

What's next: AgriYoon is becoming a modular, subscription-based SaaS platform for SMEs and cooperatives. A pilot is being offered to COLEAD members.

THE FRUITS AND VEGETABLES INDUSTRY SERIES

Thank you

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FRUIT AND VEGETABLES SCHEME



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