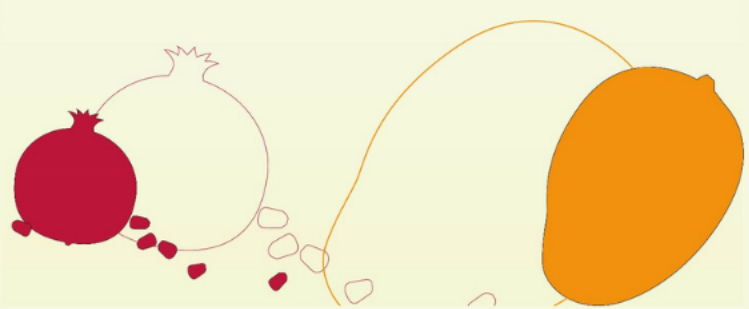
THE FRUITS AND VEGETABLES INDUSTRY SERIES

15 October 2026

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



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OECD–COLEAD FRUIT AND VEGETABLES INDUSTRY SERIES · SESSION 14

Traceability starts at the first mile

A digital solution provider's experience: what works in practice for smallholder fruit and vegetable supply chains

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Panel 2 · 15 October 2026

What digital tools enable in practice

From our work at AgricTrail: one record, made at the farm, does four jobs.

STEP 1

Collect

Who grew it, on which plot, what was applied, when it was harvested.

STEP 2

Manage

Link each record to a batch that keeps its identity as produce is pooled and moved.

STEP 3

Exchange

Pass the batch record to the buyer, exporter and inspector in a form they can read.

STEP 4

Use

Prove compliance, trace a problem back in minutes, and open the door to better buyers.

Record once at the farm. Reuse it for the buyer, the auditor, the bank and the regulator.

The challenges we meet in the field

1 in 4

people in Sub-Saharan Africa use mobile internet.

Rural adults are 48% less likely to be online than urban adults.

CHALLENGE	WHAT GOES WRONG	WHAT WORKS
Adoption	Farmers see extra work and no benefit for themselves	Tie the record to selling, getting paid and credit
Data quality	Paper notes typed up days later; details do not match	Capture at harvest, with farmer and plot IDs built in
Connectivity	Apps that need a live signal stop at the farm gate	Offline-first tools that sync when a signal returns
Interoperability	Every buyer asks for a different form and portal	Shared standards, such as GS1, so one record serves all
Costs	Phones, data and training fall on those least able to pay	Share devices and costs through the cooperative

Source: GSMA, The State of Mobile Internet Connectivity 2025

What building AgricTrail has taught us about scaling

LESSON 1

Anchor the data in the cooperative

Farmers already trust it. One trained records officer can keep clean data for members who have no smartphone.

LESSON 2

Make traceability a by-product

When produce is listed, sold and paid for, the batch record is created automatically. No extra form.

LESSON 3

Show real data, or show nothing

An honest empty field is worth more than an estimate. Trust is lost the first time a record turns out to be invented.

The farmer must gain first. The record that satisfies a buyer should also build a track record for better prices and credit.

Two actions to take from today

ACTION 1 · REGULATORS, BUYERS, SOLUTION PROVIDERS

Agree one shared minimum data set

A short common list of data fields, on open standards, so a farmer's record is entered once and accepted everywhere.

ACTION 2 · GOVERNMENTS, DONORS, BUYERS

Invest in the first mile

Equip cooperatives as shared data hubs: offline tools, a trained records officer, and a clear benefit to the farmer for every record kept.

Get the first record right, and the rest of the chain can trust what it carries.

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Thank you

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