



**Transparency and sustainability at every stage of your supply chain**

# New and growing challenges for agri-businesses



## **Changing market dynamics**

Growing consciousness among consumers on social and ecological footprints of their purchases



## **Global urgency**

Regulatory bodies looking to adopt stringent policies towards human rights or environmental rules violation



## **Importance of food safety**

Food safety and quality are major concerns and risk of brand abandonment and product recalls high

# Introducing Soli-Trace

Soli-Trace is a technology-powered traceability solution that digitally transforms agri-businesses into purpose-driven brands, delivers better value for farmers and empowers consumers through supply chain transparency.

## Higher brand equity for businesses

Achieve product differentiation and win unparalleled consumer trust

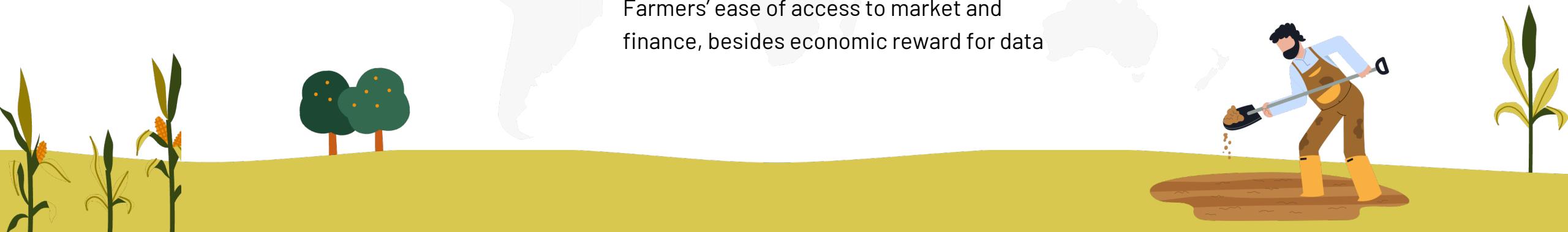


## More power to consumers

Ability to trace the origin of the products, know the life and livelihood of the producers

## Better value for farmers

Farmers' ease of access to market and finance, besides economic reward for data



# How Soli-Trace works?



## CREATES TIMESTAMPS ACROSS SUPPLY CHAIN

Captures entire journey of the commodity, tracing footprints along different levels of supply chain



## CONNECTS CONSUMERS WITH PRODUCT'S STORY

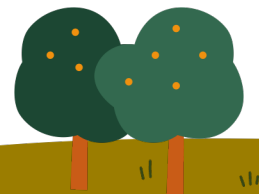
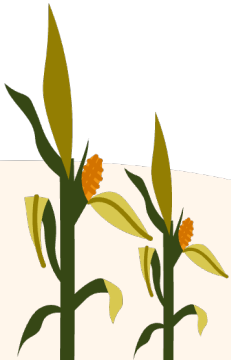
QR code enables consumers to know about:

- ❖ origin of product
- ❖ farmers/producers involved
- ❖ practices followed in production



## INTEGRATES WITH FAIR DATA MOVEMENT

Enables a fair and transparent governance structure for farmers' data



# Limitations with existing traceability solutions



## **Operational efficiency, not sustainability, at the core**

Not equipped to track sustainability compliance



## **Lack of institutional support for farmers**

Providers have little or no experience working with farmers on the ground



## **Digital exclusion of farmers**

Farmers at the bottom of the pyramid:

- ❖ no value addition for data shared
- ❖ missing from digital economy



## **Platform rigidity & adoption challenges**

Narrow focus on one product or one objective, not adaptable to other farm/non-farm products

# Soli-Trace for sustainable supply chain and digital inclusivity



## SUSTAINABILITY AT THE CORE OF SOLI-TRACE

Enables businesses to win the trust of consumers on health, environmental, social and ethical attributes of the products they buy



## DIGITAL INCLUSION OF FARMERS WITH FAIR DATA

Based on the Fair Data movement, which advocates that smallholders should have a fair share in the economic value created by their data



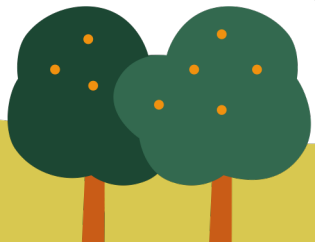
## THE SOLIDARIDAD EDGE

Backed by Solidaridad, a global sustainability champion with 52+ years of experience in working with farmers across 40 countries



## PORTABILITY & EXTENSIBILITY

Customisable for any commodity-based supply chain; enables API-to-API integration with existing systems to fetch and update data



# Soli-Trace benefits

## REINFORCES TRUST

Offers digital evidence of sustainability impacts

## FUTUREPROOFS SUPPLY CHAINS

Trace sustainability practices across supply chains

A central graphic of a smartphone displays the Solitrace app interface. At the top, the text "SOLI-TRACE" is written in a bold, black, sans-serif font. Below the text is a large, square QR code. At the bottom of the screen, there is a small illustration of a green landscape with two trees and a single plant growing from the ground. The phone is surrounded by a dotted line with green circular markers at the ends, which connects to the surrounding benefit text blocks.

SOLI-TRACE

## EMPOWERS FARMERS

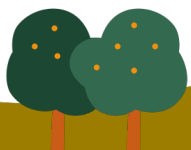
Builds capacity of farmers through access to customer/market needs

## UNIQUE STORYTELLING

Connects consumers with farmers/producers through stories directly from the ground

## BETTER CONTROL OF SUPPLY CHAINS

Enables improved monitoring of supply base and better communication



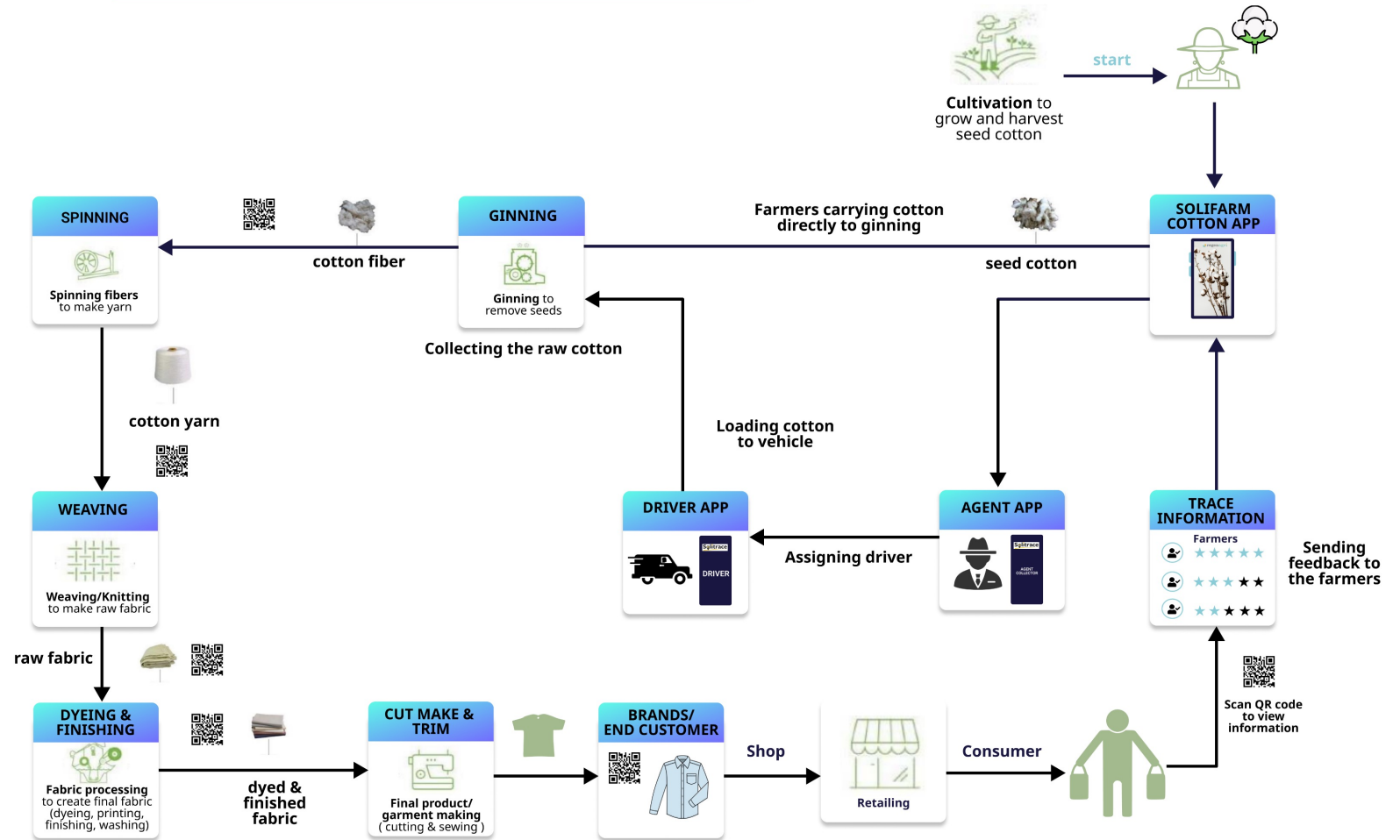
# How Soli-Trace powers Cotton supply chain



regenagri SoliTrace Cotton flow diagram

Soli Grower/Extension officer Apps are, built on top of the Soli-Trace platform, is a sustainability initiative to enhance the competitiveness of the Cotton growers and help them move up the value chain.

Its traceability technology captures information at every point of transaction, from cotton grower at farm to all intermediaries involved, including agents, Ginner, Spinner, Weaver, dyeing, Garment and transporters in the supply chain.







### Data embedded in the QR code

#### Production

Location: Sankal(village),Maharashtra,India

Topography: Plain Land

Elevation: 200m

Chemical fertiliser used: No

Bio-fertilizer used: Yes

Traces of harmful chemicals: No

Date of procurement: 12/04/2022

Date of packing: 21/05/2022

Packer: XYZ Pvt.Ltd.

Distributor: Transworld Incorporated

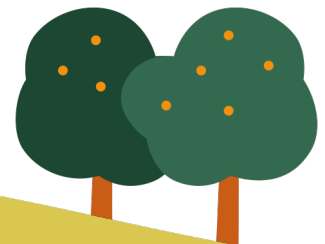
Carbon footprint: Minimal

Environmental best practices: Followed



As the processing of the Cotton completes in the factory, a QR code is generated with the invoice for labelling on the product.

By scanning the QR code, consumers can trace the origin of the product and know about the life and livelihood of its producers.





## **Solidaridad**

*Solidaridad works in 40+ countries, with eight Regional Expertise Centres.  
Our network secretariat is in Utrecht, The Netherlands.*

### **Connect with us**



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**Solitrace**