



Digital Agriculture Maps

2020 State of the Sector in
Low and Middle-Income Countries

CASE STUDY

SourceTrace: Supporting traceability in agricultural value chains and strengthening smallholder farmer relationships

 **Launch date:** 2013  **Users:** 140 companies  **Countries of operation:** 28 countries across four continents

SourceTrace is a SaaS company that develops customisable software solutions for a range of value chain activities. SourceTrace's DATAGREEN platform includes multiple modules, including farm and farmer management, agronomic advisory services, certification, traceability, supply chain management, financial services management, monitoring and evaluation tools and market linkages. The solution works in remote areas with low bandwidth and connectivity, making it possible to capture and geolocate interactions with smallholder farmers in real time.

Value proposition

SourceTrace helps agribusinesses streamline their operations, increase operational efficiency and bring transparency to the entire value chain. The platform also enables businesses to provide complete traceability of their production and supply chain systems. Smallholder farmers working with these businesses gain access to essential agronomic information, such as pest and disease information, yield estimates, weather forecasts and market linkages. The platform also provides farmers with a digital record of their transactions and can enable payments.

Business model

SourceTrace is a SaaS company operating under a B2C2B model. A broad range of agriculture sector actors, including cooperatives, agribusinesses,

FSPs, governments and development organisations, use SourceTrace's suite of applications. The pricing includes a one-time onboarding cost, followed by a monthly subscription, which is dependent on the number of farmers registered. In some cases, pricing is based on the number of acres under management. In traceability solutions, pricing depends on the number of commodity ecosystems tracked.

Milestones

SourceTrace began working in digital agriculture and sustainability programmes in 2013, and since then has worked with governments, donor organisations and large agribusinesses. SourceTrace has contributed to Cargill's Cocoa Promise, which has reached about 240,000 smallholder cocoa producers in Africa. In 2019, the company integrated enhanced traceability solutions in its platform, making it a holistic tool supporting both sustainable agriculture and food safety. SourceTrace has reached over a million farmers and is currently being implemented in 28 countries.

Future roadmap

SourceTrace has developed an integrated solution with potential to streamline the operations of agricultural and food businesses. Plans to develop the platform include adding remote sensing technology, quality testing and blockchain-based traceability. The company aims to bring sustainability to both food production and consumption systems, and reach 10 million farmers over the next three years.