



Integrating agroecology with the downstream: food value chains



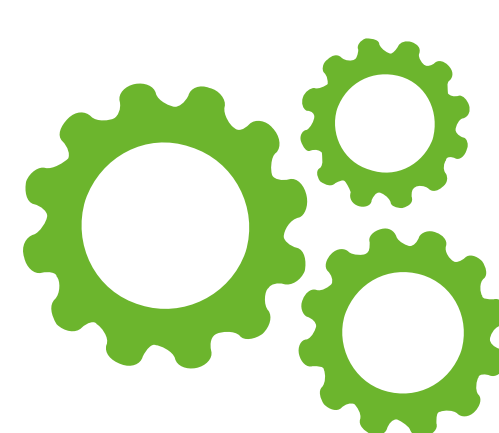
AGRI
Innovation summit 2019



Other Network

Panjee, digital passport for food (Start up)

Panjee, le passeport du produit (Start up)



Practical problem

Assembling, sharing and broadcasting comprehensive food data from end to end



Partners

Incubators: Bic Montpellier – Agro Valo méditerranée
– Food service factory; Banks: BPI – BPS;
Others organizations: Région Occitanie – Agri Sup



Calendar

Start: 01/01/2016
End: -



Budget

Total amount:
-

Objectives of the project

– Give any actor of our food systems the power to inform in order to valorize products and reward agro-ecology efforts – Become the first product information platform in the agri-food world to connect the entire value chain – Provide all sales and communication channels in the market with reliable and qualitative information – Become the trusted third party that unites supply and demand.

Main activities

Panjee is developing the first collaborative data network that unifies our food systems. The Panjee platform offers each company a product catalog and business profile management tool based on three main functionalities: – Easily assemble highly structured data that takes the form of a “Passport” for each product to which its business profile is automatically attached – Exchange data in a controlled and secure way with your business partners network – Exploit data by distributing it over an unlimited number of channels (website, e-commerce, social networks, digital services or print) from a single data source: its Panjee catalogue. And so, without having to re-enter the information.

Expected results

– Restoring data control to professionals – Valorizing human relationship behind the products – Enable all consumers to make informed choices – Promote local economic development and short supply chain – Rebalance the power in the supply chain from end to end – Promote sustainable practices and quality approaches – Support practice changes through access to targeted documentation shared by all relevant professional actors. Economic benefits: – Economic profitability of sustainable practices – Significant reduction in digital transformation costs – Increase in the valuation, awareness and ultimately sales of food products.

Results so far/first lessons

We are currently digitalizing 2 wholesales markets in France with their whole farmers network. They are central players in the supply chain in Europe because they bring together producers and professional buyers. Central purchasing offices and local shops are therefore an integral part of the value chain. The producers selling in this market can already valorize their production & quality efforts. They have a lot to say about their products and are very enthusiastic with this new opportunity. We are also working with French quality labels (DOP & IGP): we already have 640 out of 1100 French quality labels passports on the platform.

Who will benefit

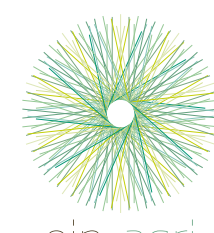
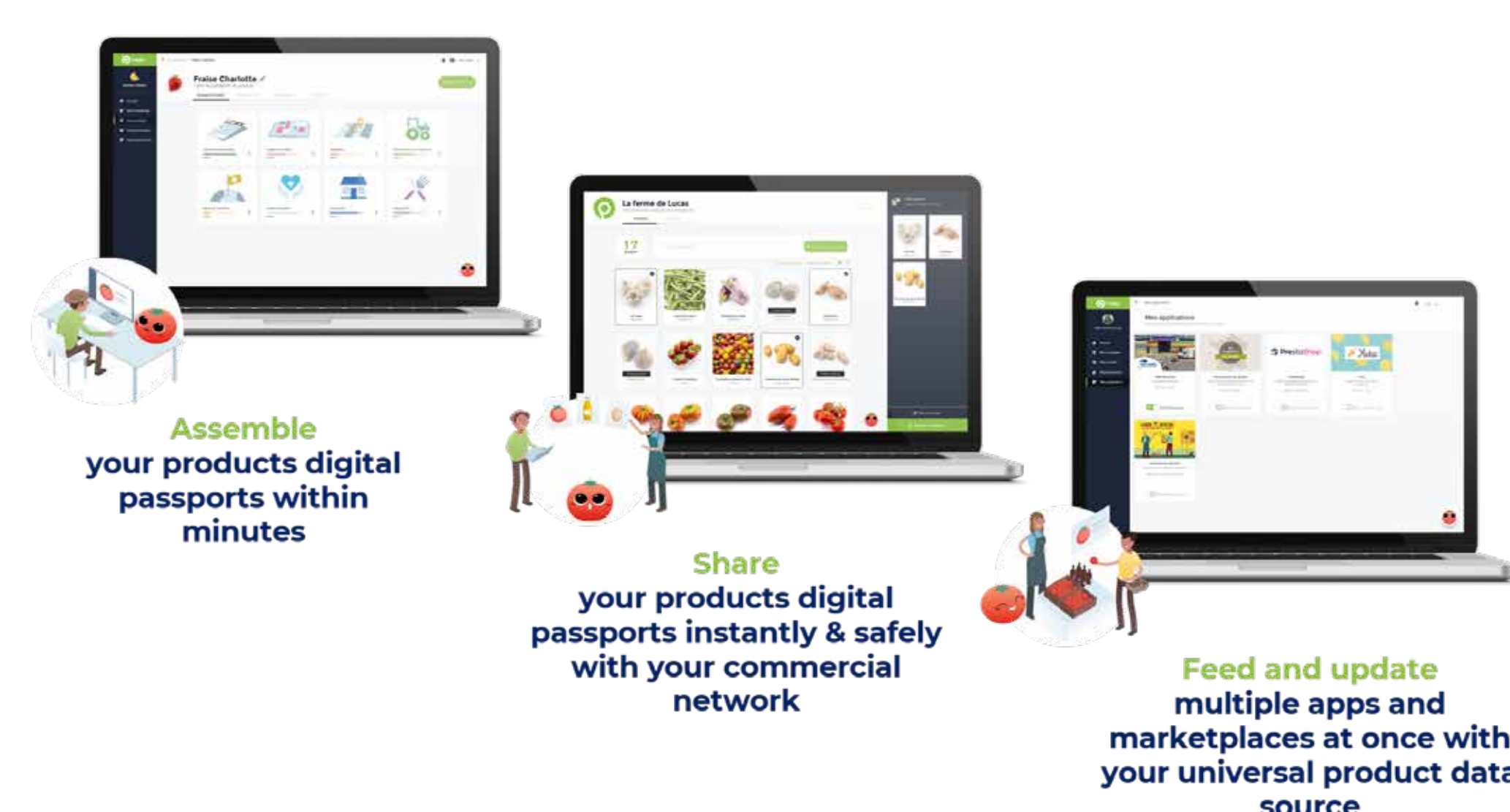
The solution creates shared value throughout all the value chain: valorization of qualities, time saving, cost reduction, trust chain, accessibility to marketing channels. Every actor can benefit from sharing his data. With Panjee, the sectors are for the first time structured naturally by a common challenge: better information for better sales. Innovation comes from the fact that each type of actor contributes to enriching, making reliable and circulating data. For example, the quality signs already present on the platform enrich the product sheets that have a quality sign. Panjee eliminates barriers between actors in the value chain by opening a central channel for the flow of data.

Supported by:



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