

The Benefits of e-Platforms for the Agrifood Business

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Opportunities of e-Platform for a Successful Integration of Farmers with Food Industry



What is an e-Platform?

An e-Platform may be defined as an infrastructure on which programs, that provide specific functionalities to the user, can be installed, so that they can run and communicate with others. In other words, an e-platform can support an user in the performance of complex tasks through the coordinated set of the functionalities it provides.

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Main Goals for Consumers

- Food safety;
- Environmental impact;
- Origin of ingredients;
- Quality attributes of food.

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Main Goals for Retailers

- Increasing the offer of food items;
- Guaranteeing about food quality;
- Planning about the times of delivery to avoid negative consequences about the freshness of food;
- Adequate methods of packaging in the respect of the characteristics of each product.

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Main Goals for Food Processors

- Reducing the costs of raw materials;
- Acquiring raw materials with constant qualitative standards;
- Efficiency of transport;
- Rate of exploitation of plants inferior to their potentialities;
- Constant production in terms of quality and quantity;
- Concentration of the offer.

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Main Goals for Trasporters and for Logistic

- Planning transport and logistics.

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Main Goals for Farmers

- Increasing the knowledge of the market;
- Programming the production (avoiding overproduction, reduced production and no balance between supply and demand);
- Concentration of the offer;
- Co-operation with other farmers;
- Increasing their contractual position;
- Standardization of the production (size, quality characteristics, degree of maturation, packaging).

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What kind of Programs?

TRADITIONAL PROGRAMS

- Purchases Program
 - Production Program
 - Logistics Program
 - Accountancy Program
 - Human Resources Management Program
- ERP (Enterp. Resource Plan.)

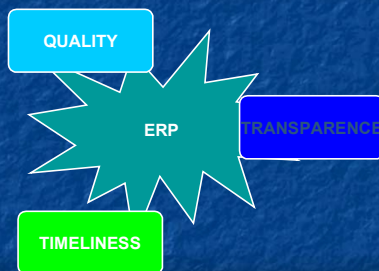
INNOVATIVE PROGRAMS

- Traceability Program
- Forecasting Program

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Advantages of the Enterprise Resource Planning



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At First Companies Use IT



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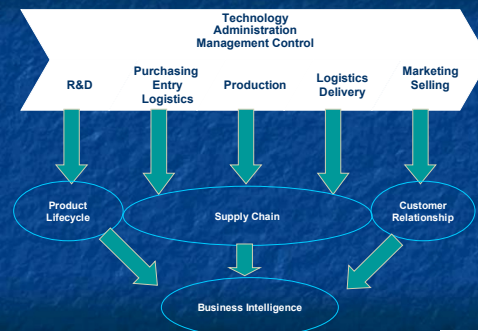
Here is ERP



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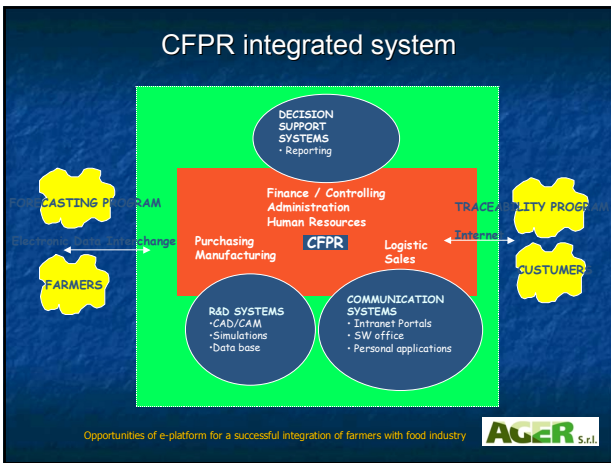
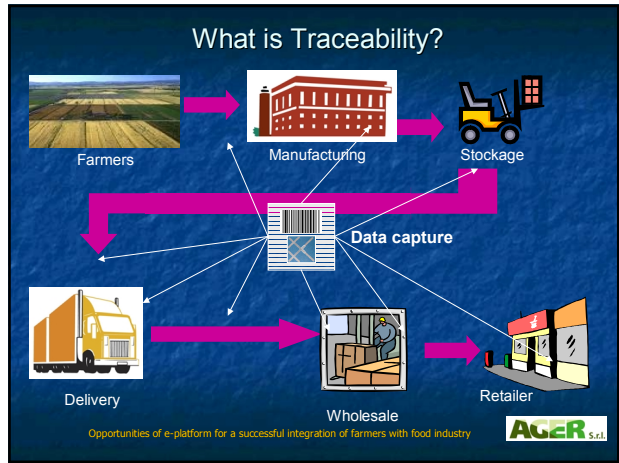
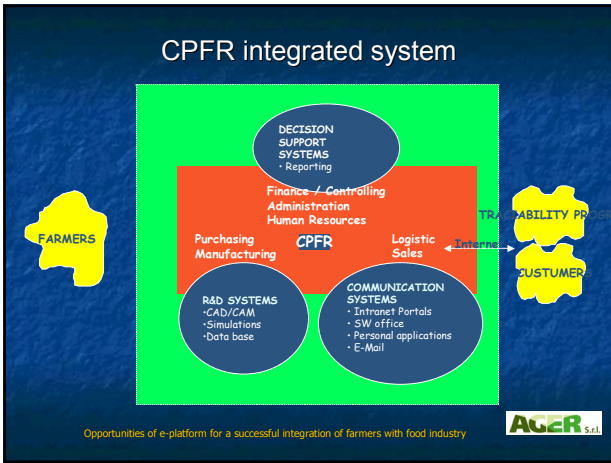
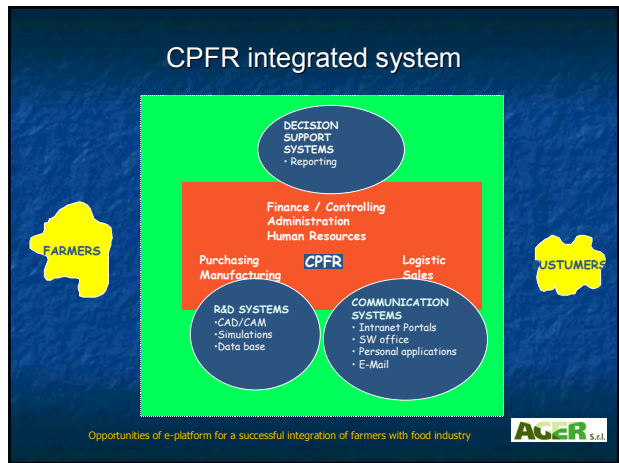
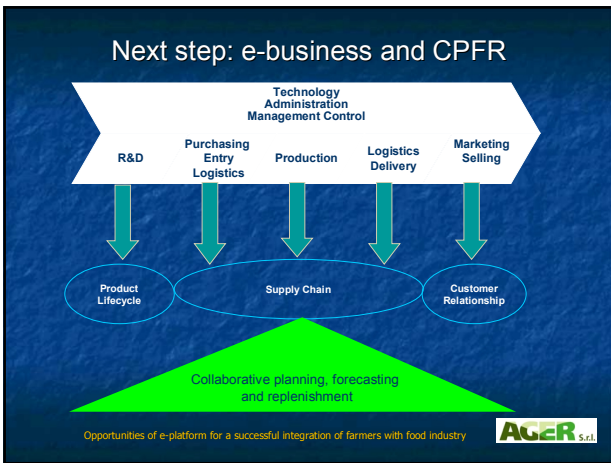


ERP: new methods in business



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- ### What are the Benefits of Using e-Platform for Farmers
- A better collocation of raw materials on the market;
 - Increasing the value of raw materials;
 - Improving the qualitative characteristics of raw materials;
 - Improvement and optimization of the information flow among stakeholders in the agri-food chain.
- The AGER logo is in the bottom right corner.