



Empowering Sustainable Agriculture through AI and Digital Transformation.

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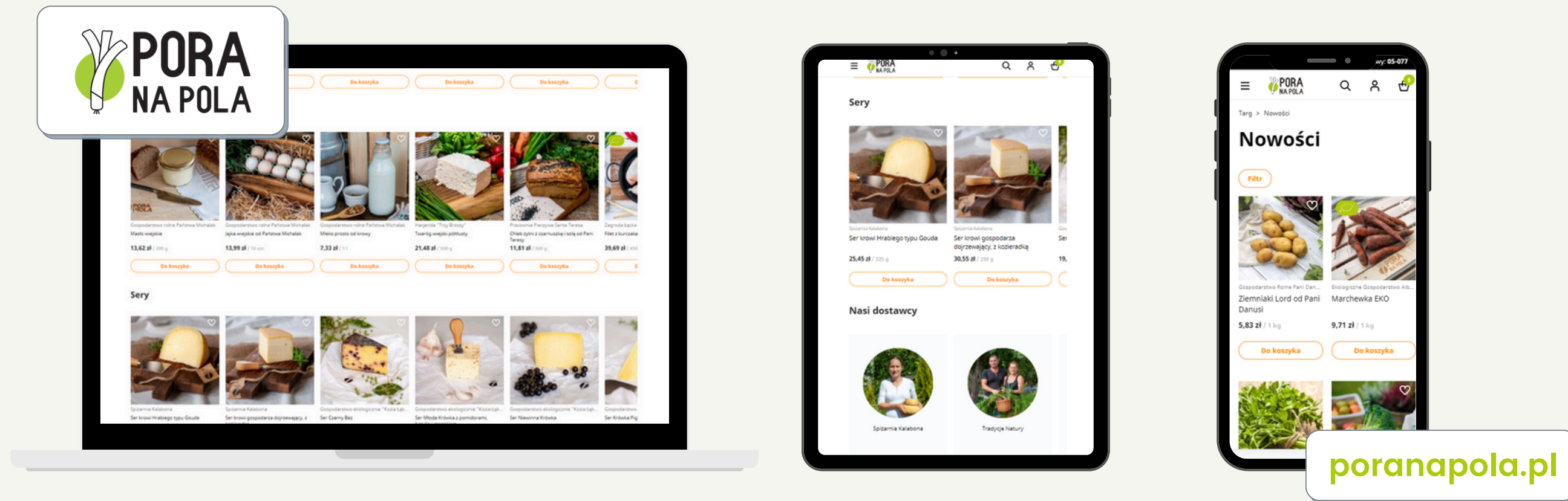


Introduction



Digitalization of Short Food Supply Chains

Pora na Pola - a virtual Farmers' Market for local food



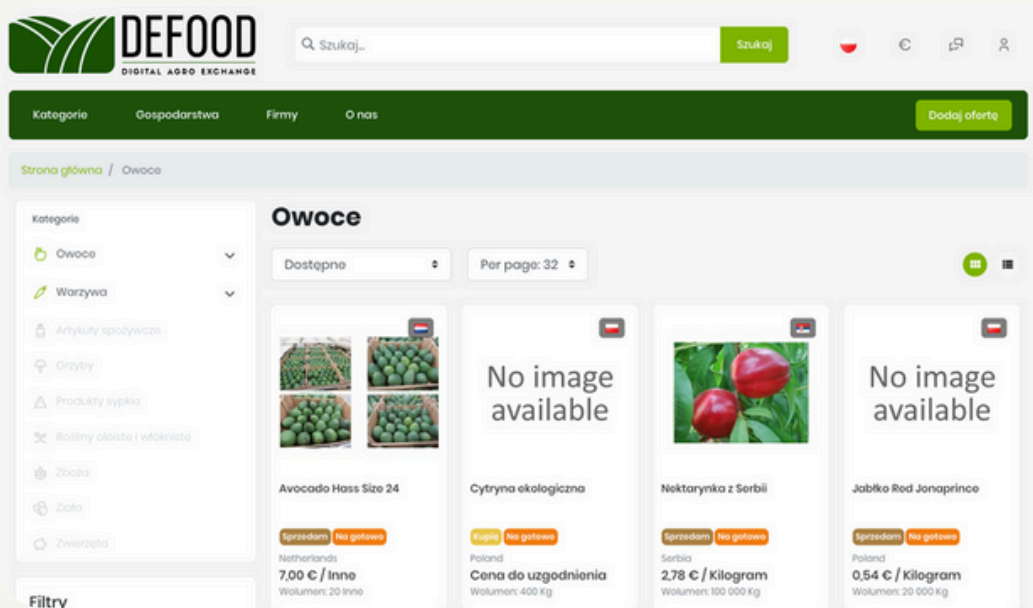
What's Defood?



CONSULTING AGENCY



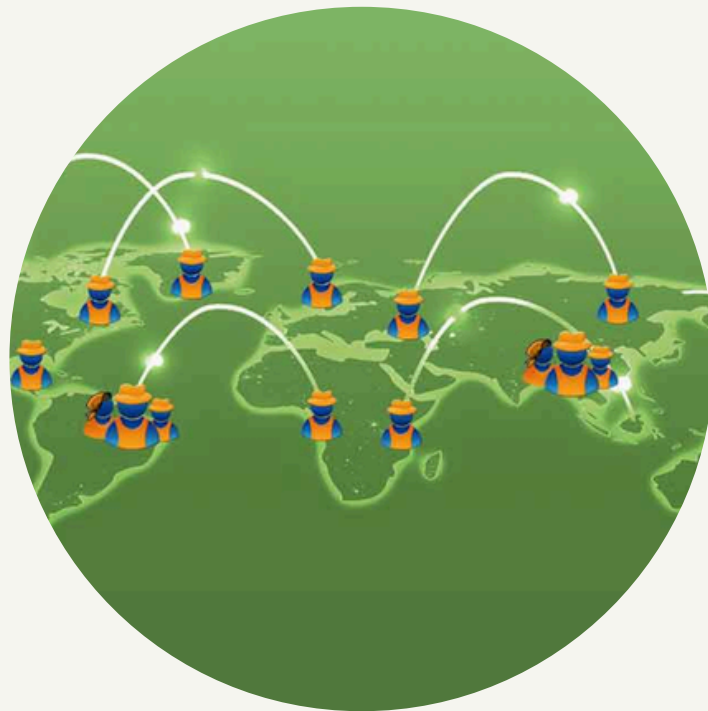
TRADING COMPANY



TECHNOLOGY PROVIDER



Digitizing wholesale



GLOBAL MARKETPLACE



DIGITAL FOOD PASSPORT



CONTRACT ONLINE

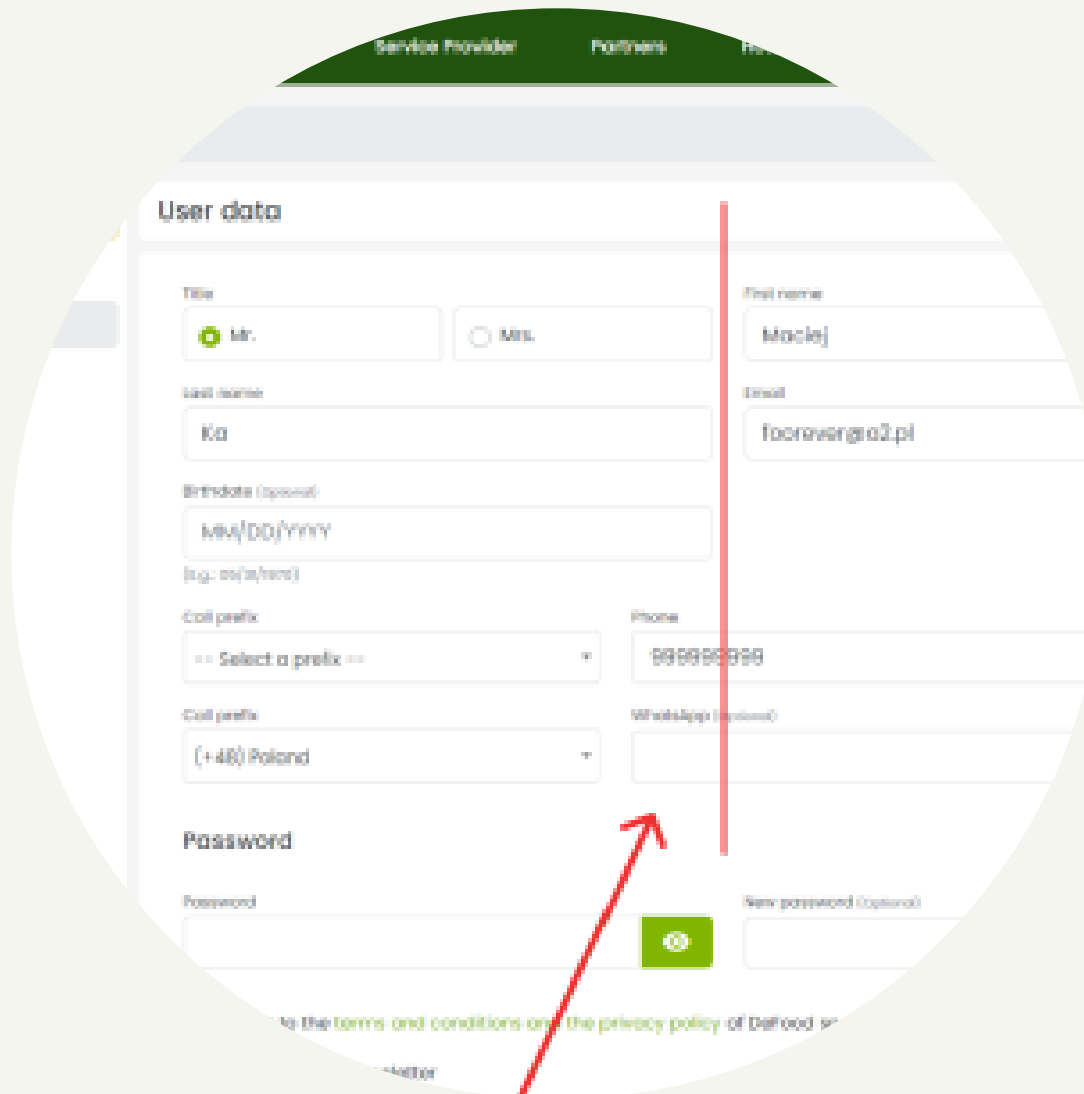


Data flow in real-life trade

GrAnS

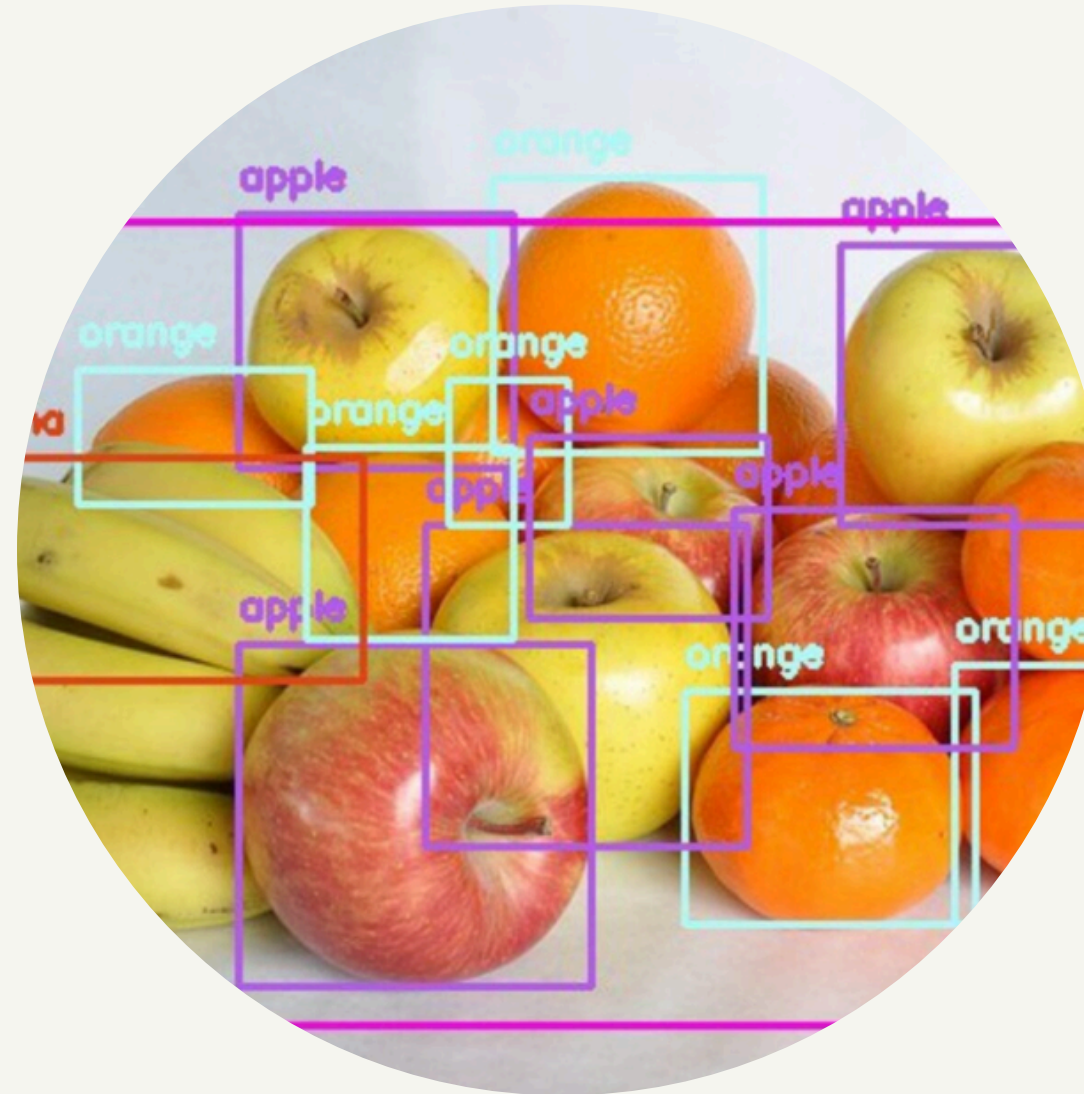


GRAINS Project – key stages

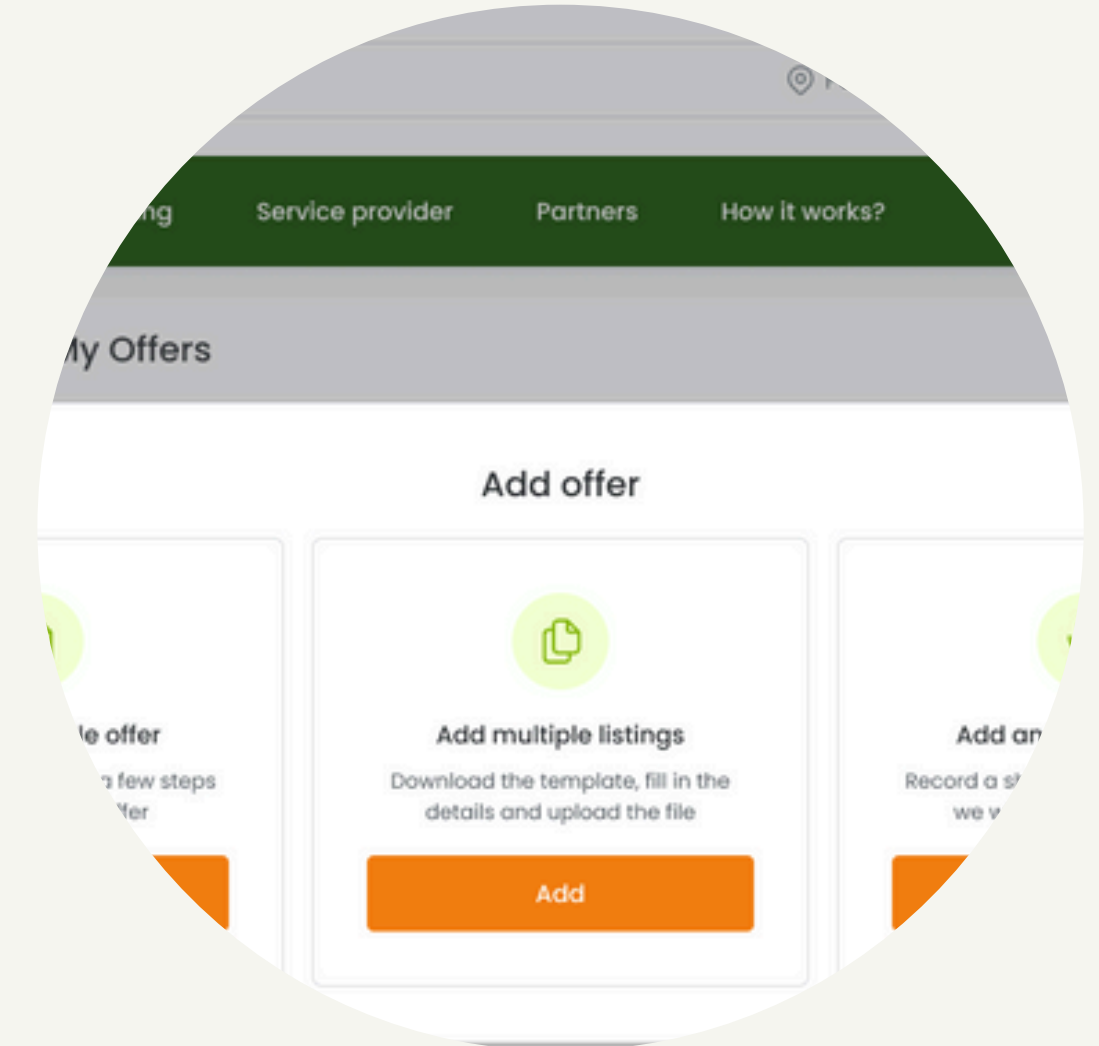


A screenshot of the DeFood platform's user registration form. The form is titled "User data" and includes fields for Title (Mr./Mrs.), First name, Last name, Email, Birthdate (optional), Gender (male/female), Country prefix, Phone, WhatsApp (optional), Password, and New password (optional). A red arrow points to the "Add" button at the bottom right of the form.

DeFood platform audit



review of tech solutions to
implement



A screenshot of the DeFood platform's "Add offer" section. It features a green header with navigation links (Service provider, Partners, How it works?) and a "My Offers" section. The main content area has a green "Add offer" button and a section titled "Add multiple listings" with a description: "Download the template, fill in the details and upload the file". Below this is an orange "Add" button.

implementantion of 2
digital upgrades and
pilot with users



GRAINS Project – voice-to-offer feature

DeFood

Q Search...

📍 Poland ▼

Search

🇬🇧

☆

💬

🔔

👤

Strona główna / Dodaj ofertę

Add an offer by voice

ⓘ Ready? Send recording or try again.

🎤 Record again

Send a recording

1

2

3

4

6

6

General information

Parameters

Offer description

Producer info

Product passport

Seller details

Type of offer

☒ Hot sale

☐ Sell


☐ Buy

☐ Services

Category

Main category

Subcategory



GRAINS Project – bulk import

DeFood

Q Search...

Poland

Search

Defood / Add multiple listings

Add multiple listings

1. Download Excel template

Click the "Download template" button to receive a ready-to-fill file

Download file

2. Complete the file with data

Enter offer information according to the instructions in the worksheet.

3. Upload the file to the system

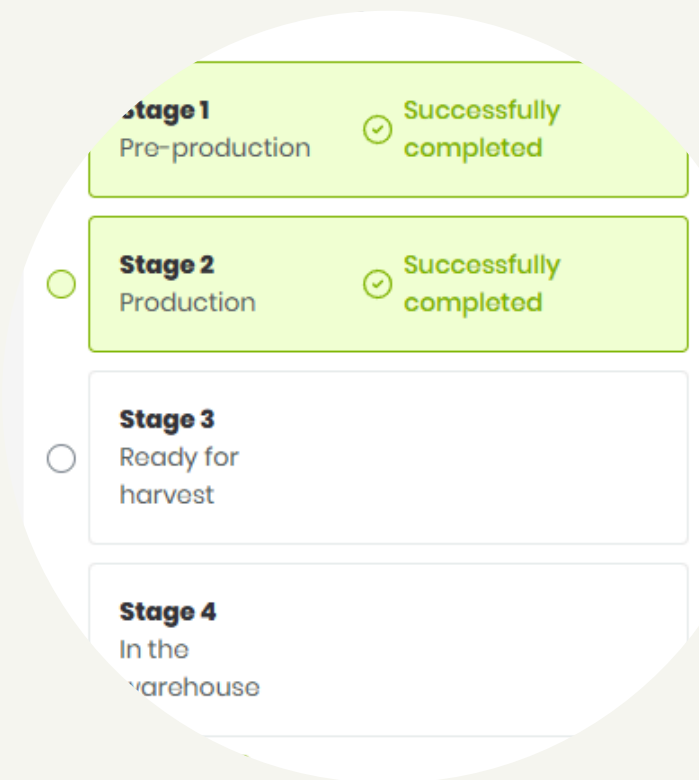
After completing, select "Upload file" and send the completed document.

Upload file

4. Offer Processing

The system will check the data for correctness and create offers.

Our ongoing & future projects



food passport prototyping



pilot project of digital marketplace in Africa



price prediction algorithm & digital contract



Digital food passporting – idea

- potentially very impactful and simple concept - to gather as much detailed information as possible about every product batch throughout the entire supply chain, storing this data digitally in one unified, transparent, and easily accessible place.
- the technology behind is more complex - integrating multiple data streams - from the farm's production records through logistics, storage conditions, certification, etc.
- the goal is always to minimize manual input and ensure that the collected data streams cross-validate one another, ensuring reliability.




Digital food passport – R&D project

- August 2025 - March 2026
- A system allowing real-time input and updating of product data.
- Automated notification of stakeholders regarding changes throughout the product lifecycle (i.e., when new information is added to the system).
- Automated input of product parameters into the system, using integration with external systems like warehouse management systems or farm management systems. We aim to automate data collection wherever possible, using various technologies such as IoT sensors, OCR to read documents, AI-driven image recognition, voice recognitions, large language model analysis.

Product passport

Product

 Polish early and regular "węgierka" plum
[SEASON 2024].
Seasonal
Country: Poland Quantity: 160000
Świętokrzyskie, Szydłów - 2023-04-Wed 14:44 €0.00
€1.16 / Kilogram

Timeline

<input checked="" type="radio"/>	Stage 1 Pre-production	Starting date: 2023-01-01	End date: 2023-01-01	Successfully completed
<input type="radio"/>	Stage 2 Production	Starting date: 2023-04-01	End date: ---	Ongoing
<input type="radio"/>	Stage 3 Ready for harvest	Starting date: ---	End date: ---	
<input type="radio"/>	Stage 4 In the warehouse	Starting date: ---	End date: ---	

Farm

Producer name Świętokrzyska Grupa Producentów Śliwek

Country Poland

State Świętokrzyskie

General Information

Category Fruits

Product location Poland

Class Klasa I



Feasibility study & Pilot project in Tanzania

- May 2025 - November 2025
- In collaboration with Tanganyika Farmers Association, the project will explore the target market's readiness for digital agricultural solutions, focusing on co-creation and technology transfer.
- The outcome of the project will be a validated feasibility study for implementing DeFood's technology in the Tanzanian market.



Thank you!



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