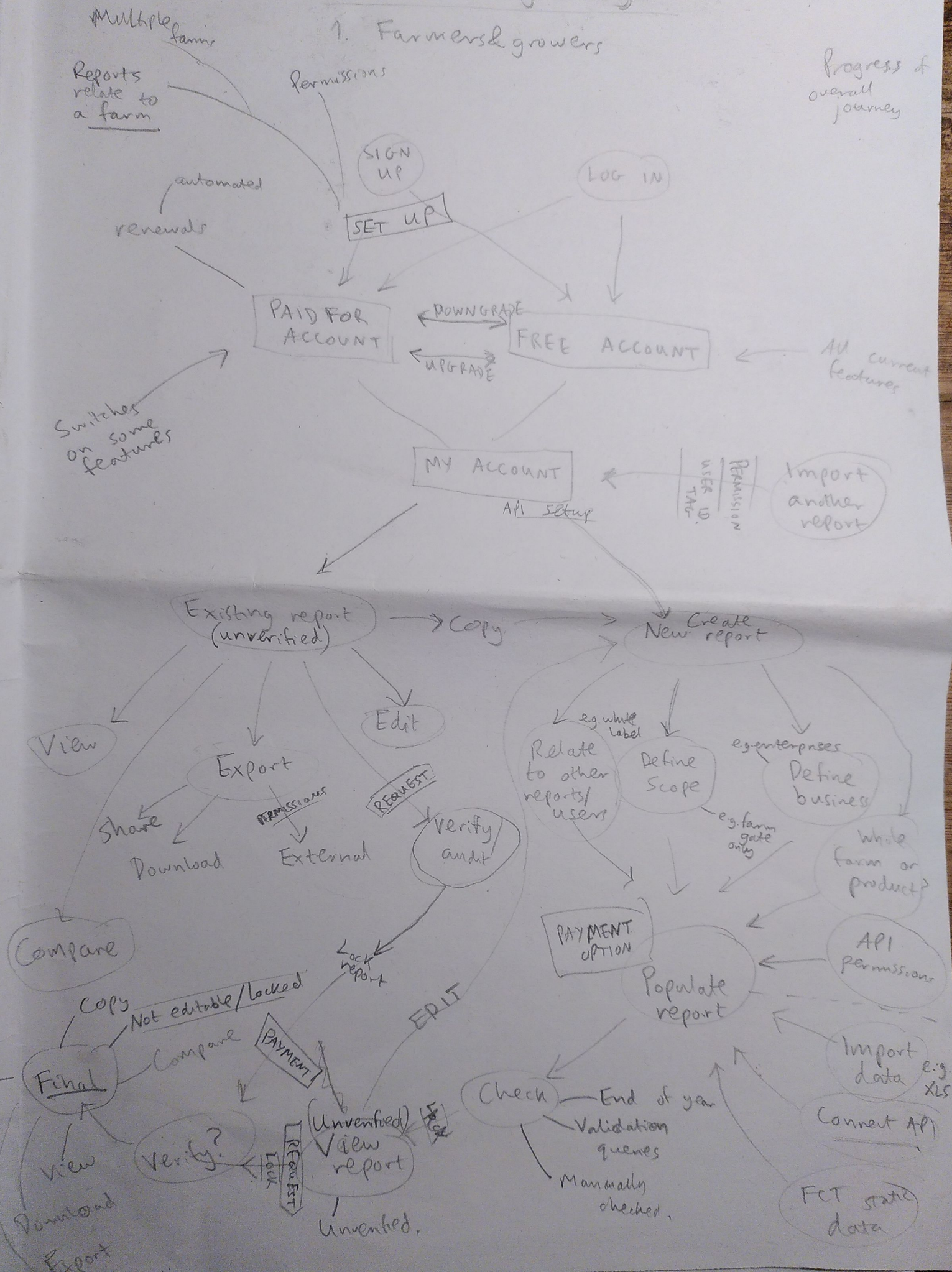


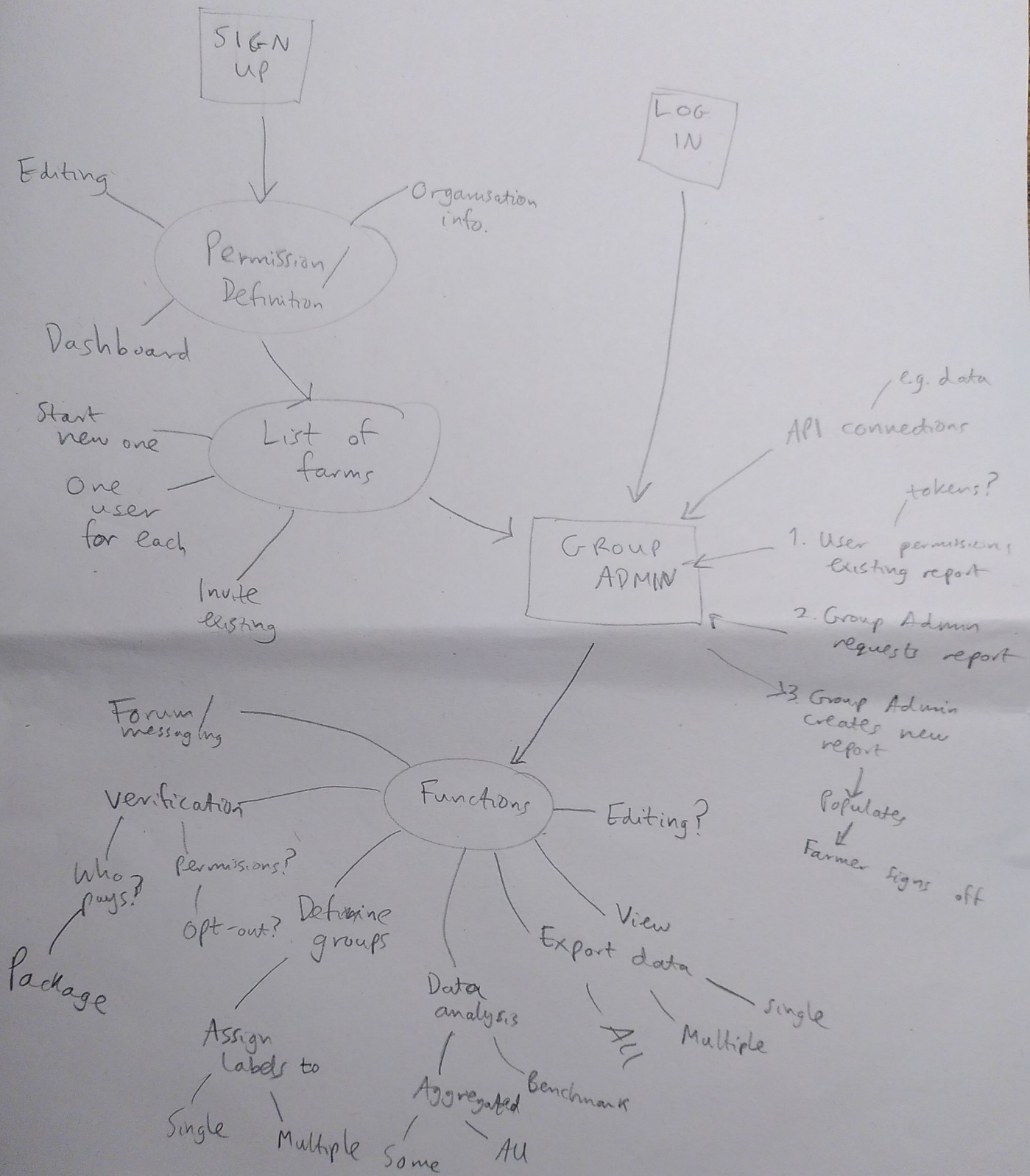
User journey

1. Farmers & growers

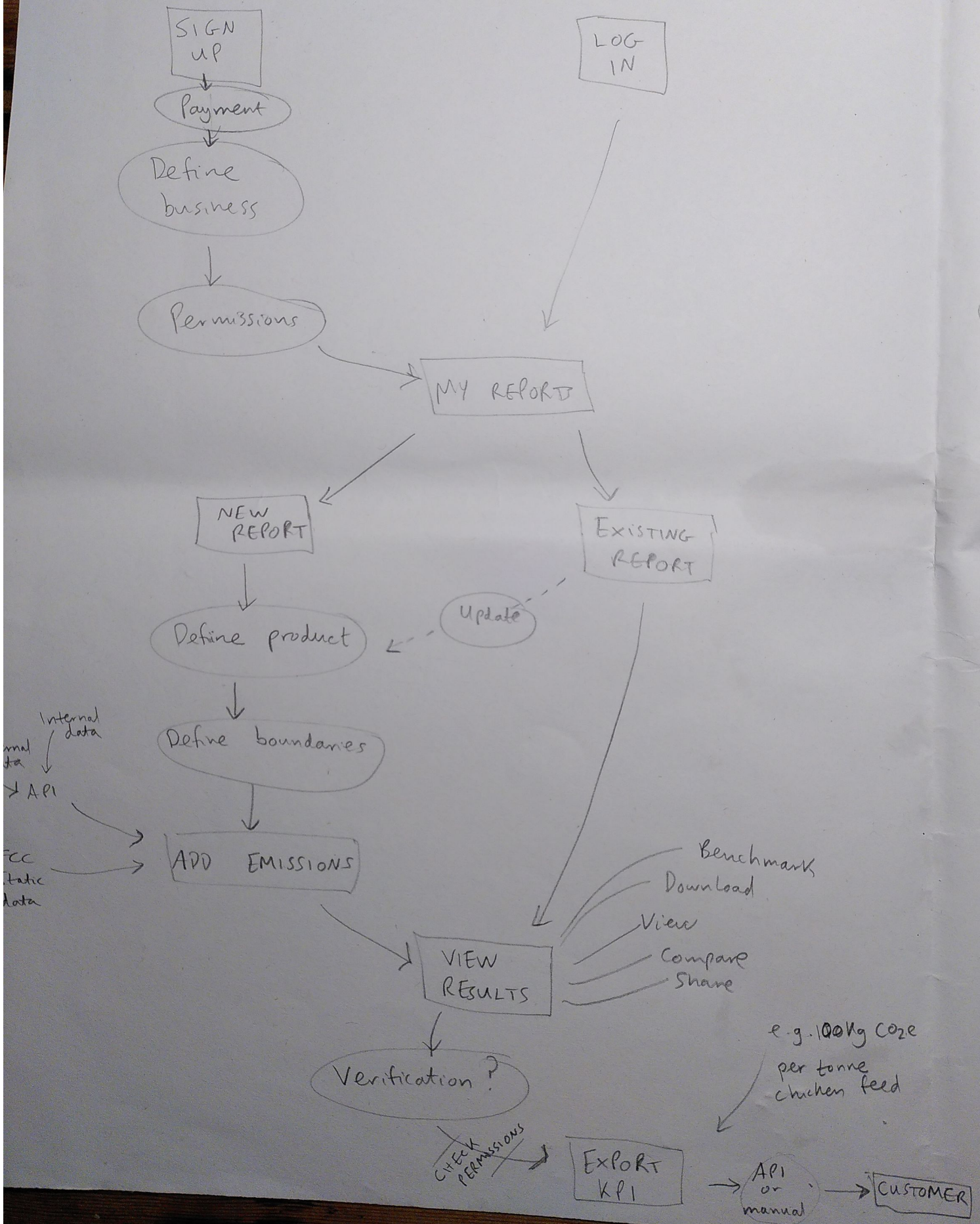
Progress of overall journey



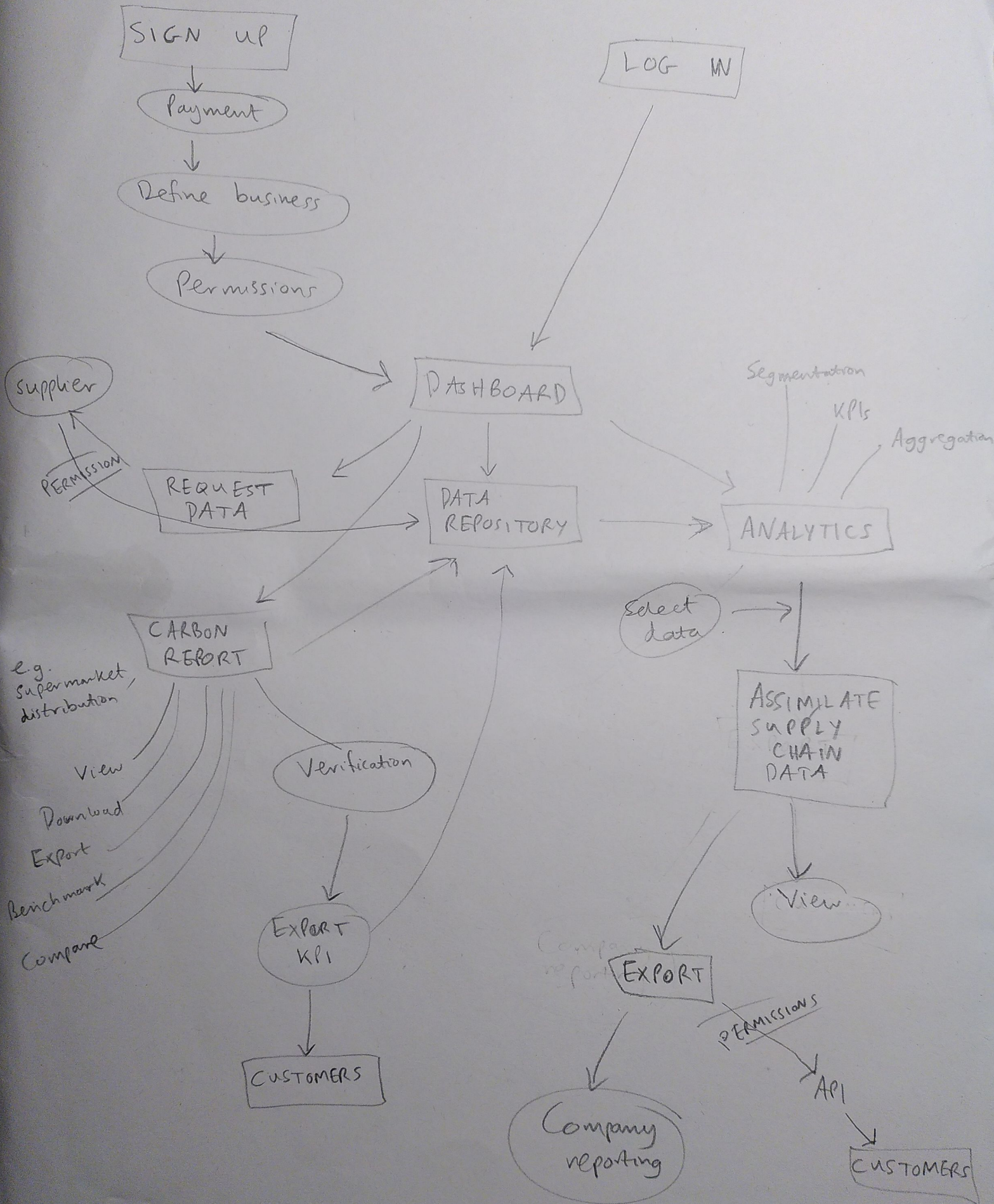
2. White Labels owner/manager



3. Food processors & agri supply

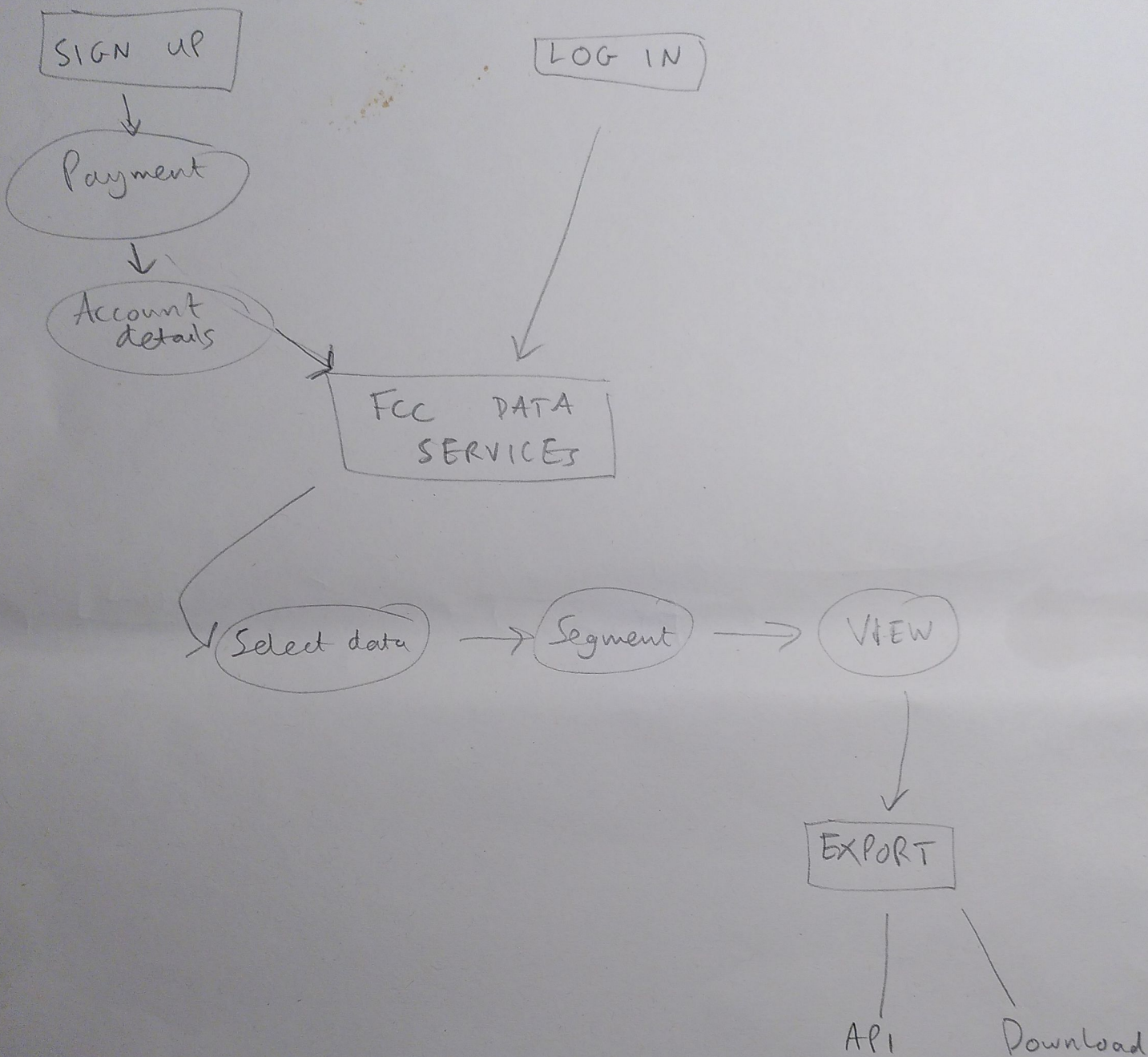


4. Retailers

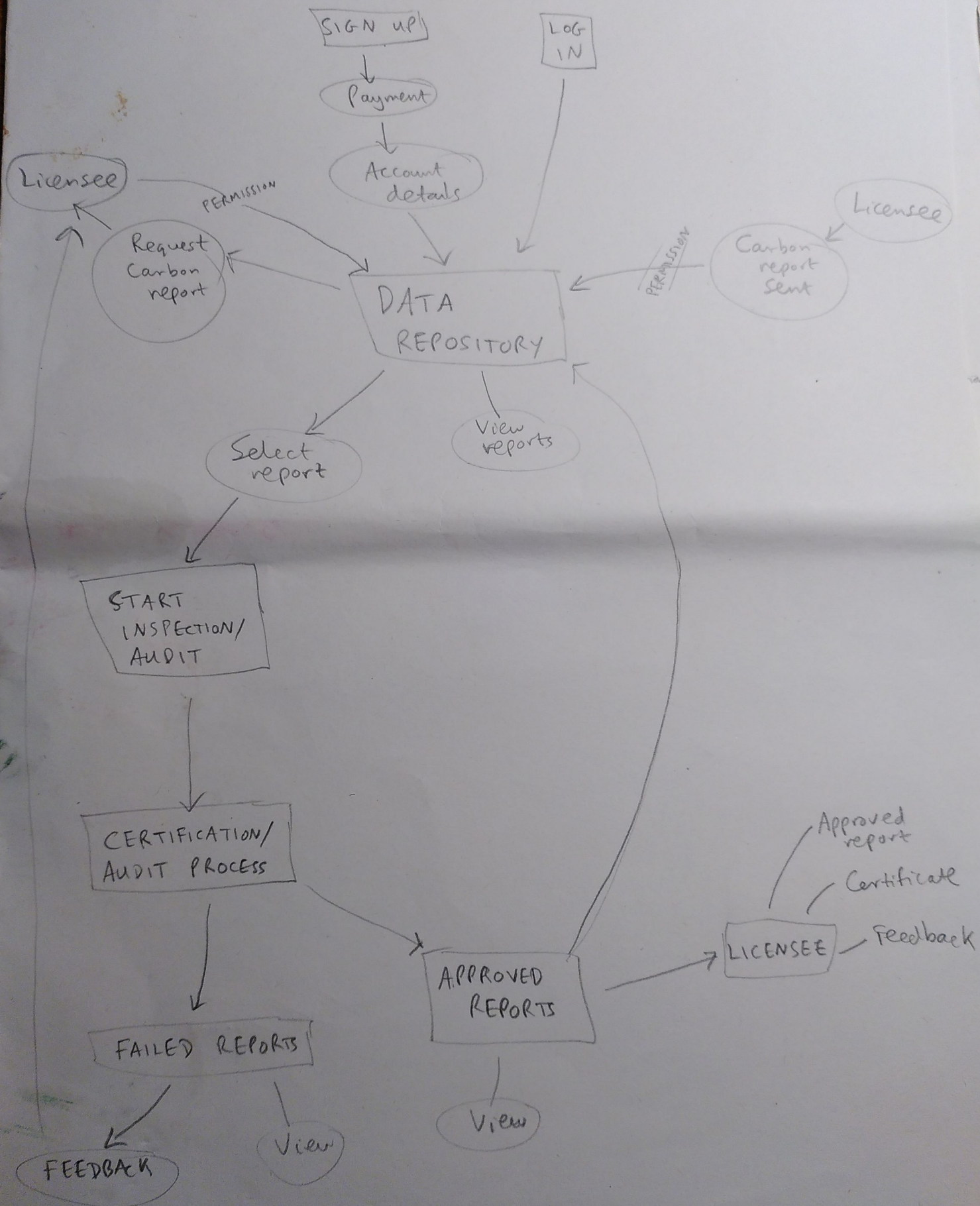


5. Data users

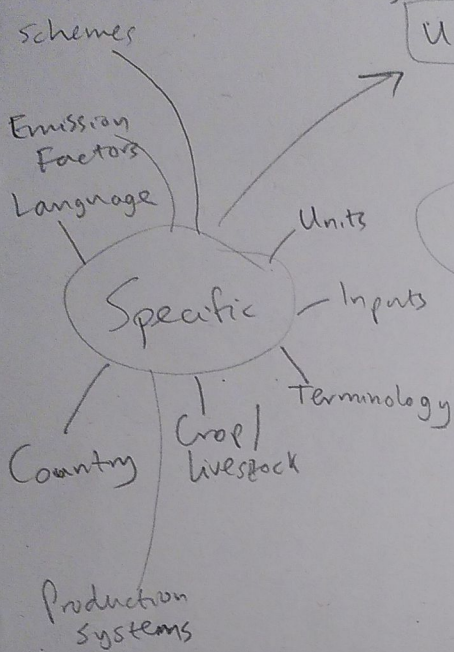
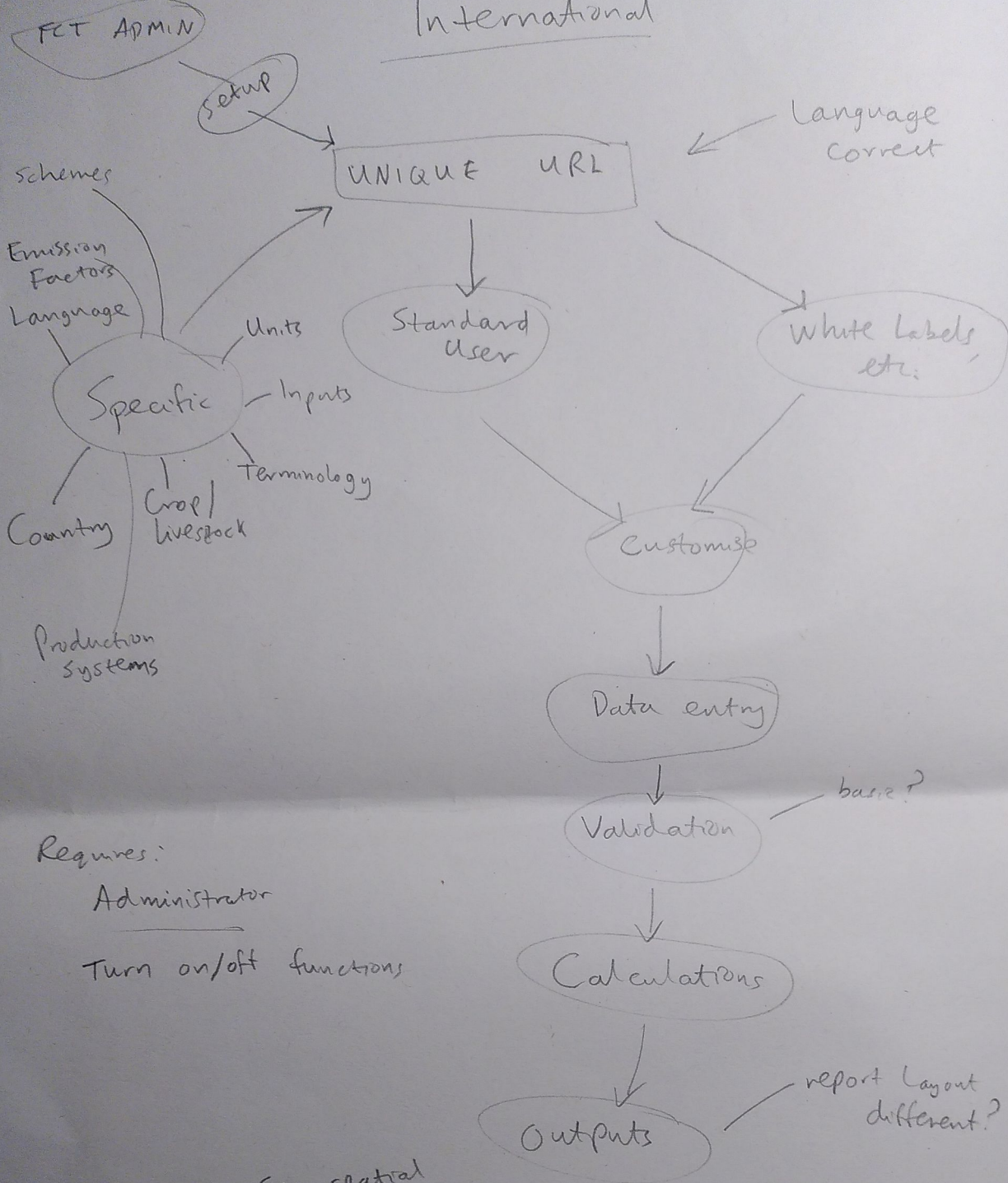
e.g. Policy makers
Government
Financial services



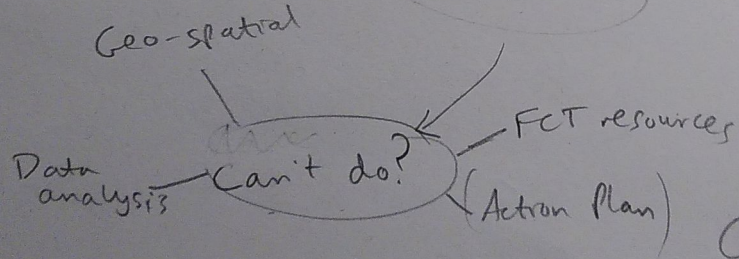
6. Certification / auditing



International



Requires:
Administrator
 Turn on/off functions



- Questions
- On-going support
 - Training
 - FAQ's & resources
 - Franchise model?
 - * • Separate database?
 - GDPR