

# Digitalization of the food production

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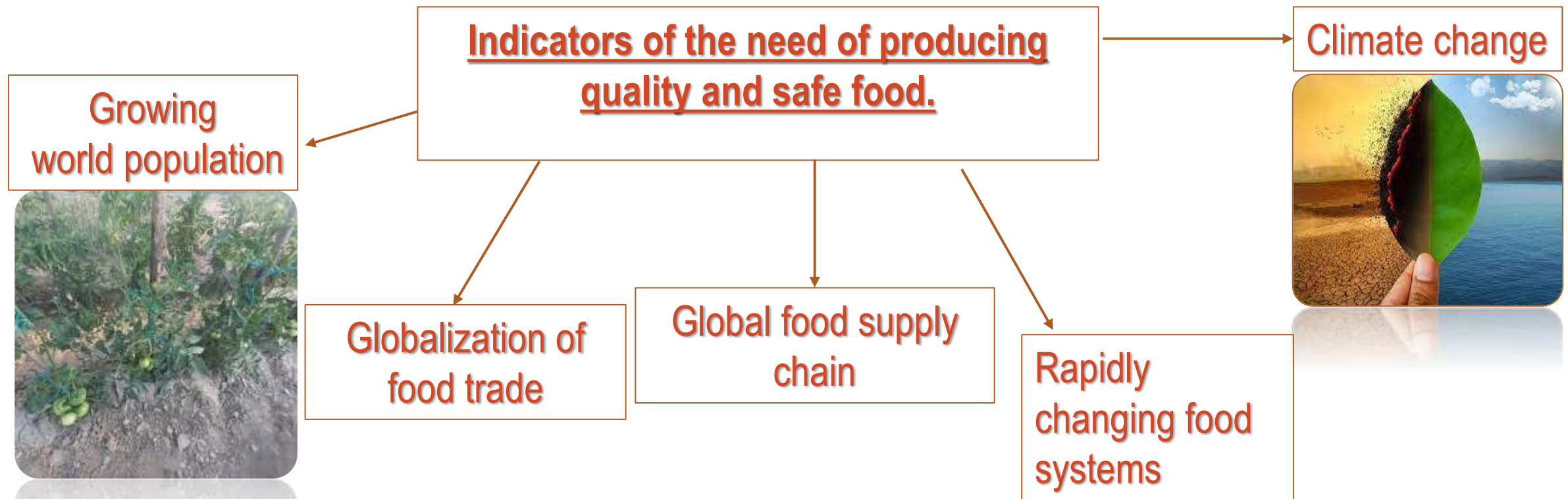
Standard of global agricultural database and access to precision data can make all the difference in the world for Consumer and farmer that trying to export his or her produce

– Ron Shani



# As we can see...

- The market is often faced with food that is contaminated with pesticides, with poor quality characteristics and undefined nutritional value.



# We also know...



- A safe food supply is a key to sustaining life and promoting good health.
- It supports national economies, trade, and tourism, and stimulates sustainable development.
- Controlling every step in producing food is the most important thing that we need to do.

# What could we do to change it?

- Advanced technologies enable digitization also in the field of agriculture.
- We believe that this is one of the directions on which we will act to achieve that goal.
- Actually, it is about creating an application that would be available on IOS and Android OS in which farmers could monitor and record all the activities that will be undertaken until the final product is obtained.

- **Data that will be tracked**

Field registry

Machinery / equipment registry

Soil results

Crop rotation by field

Weather conditions by field

Pest and disease history by field

Spraying applications by field

Fertilizer usage by field

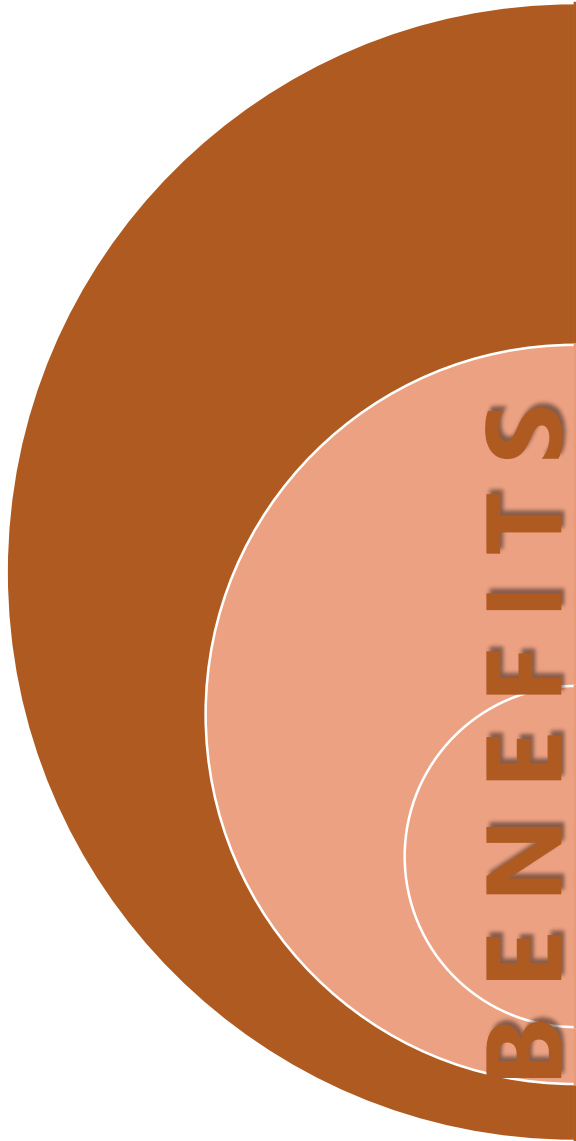
Irrigation by field

Harvest (yield) by field

Fuel consumption

Work hours for field workers

Meteorological data



## FARMERS

- Monitoring and evaluating the impact of standards on sustainable farming through the reflection of input indicators on performance.
- This will make farmers more competitive with the world

## MARKETS

- Direct connection with the farmers and their type of production, method of production, quality and quantity of production and ability to buy directly from farmers without using intermediaries and paying them for this

## CONSUMERS

- Through the creation of QR codes, every buyer in the markets will be able to get an information about how that product was treated and whether it is quality and safe food for him

## Our team

D-r Daniela Todevska – crop production

D-r Sanja Kostadinovic Velickovska - food chemistry

D- r Biljana Kovacevikj – soil sciences

Goran Basovski- meteorologist

SIMT DOOEL Skopje – computer technologist

Sara Dimovska - assistant