SOURCETRACE

Application Name: eServices Everywhere (ESE) Agri-Suite
Area of Focus: Agricultural value chain management

How it works: SourceTrace offers a suite of applications for companies and organizations working with large numbers of smallholder farmers. Field agents can register farmers they are working with through a mobile app, point-of-sale device, computer, tablet, or PDA. At registration, they can capture the GPS coordinates of the farm, capture farmer biometric data (using photographs and fingerprint scans), and enter farm, farmer, crop, and harvest information. After a farmer is registered, field agents can capture all transactions they have with farmers, including sales, cash advances, and inputs provided. This data capture can be done in either online or offline mode. They also offer a certification app for Android phones that enables field agents to conduct certification assessments for major international certifications (such as Fair Trade and Organic), as well as for custom internal certifications.

The platform aggregates all of this data, enabling managers to track agricultural shipment transactions and input distributions in real-time and geo-located using mapping software. This information can be grouped by type of shipment or input (i.e. conventional or organic). It can also be used by managers for field agent management, such as assigning field agents to particular farmers and tracking performance.

Technology used: Mobile phones (primarily Android OS), GPS, point-of-sale devices, biometric devices

Implementer/Funder: SourceTrace Systems was founded in 2006 and has received social venture capitalist funding from Gray Ghost Ventures, Soros Economic Development Fund and Serious Change LP.

Fees: Pricing for ESE Agri-Suite includes an initial software fee plus ongoing maintenance fees.

Primary Markets: They are currently operating in Africa, South Asia, and Latin America.

Users: The ESE Agri-Suite is primarily targeted for use by field agents and their managers at larger commodity buyers and cooperatives.   They anticipate having 100,000 farmers registered by users in their database by the end of the year, and are targeting to reach one million farmers by the end of 2015.

Business Model: SourceTrace operates on a software as a service (SaaS) model with pricing primarily targeting enterprise users.

Impact: As the ESE Agri-Suite is still relatively new, they have not yet conducted any research on the impact it is having on its users or the farmers they are working with. Their expectation is that it will help to improve the efficiency of the agricultural value chain, particularly as it relates to smallholder farmers, through improved transparency and accuracy of transactions.

For more information visit: http://www.sourcetrace.com
Sources: Interview with and documents provided by Dr. Venkat Maroju, CEO, SourceTrace in July 2013

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