



Farm-to-Market Produce Logistics: Cases and Emerging Trends in Korea and India

Environment, Natural Resources & Agriculture
Division (SAER), SARD
Rural Development and Food Security
(Agriculture) Thematic Group
Capacity Development Resource Centre, INRM

ADB

Innovations in fresh produce agri-supply chains are happening across a wide spectrum of stakeholders and channels. Direct sourcing from farmers, connecting Farmer Producer Organizations (FPO) to business and end consumers, digital supply chain management tools, engagement of e-commerce platforms in the supply chain, are all examples of the innovations.

This webinar introduces how fresh produce agri logistics have evolved in South Korea and India and how the new trend is emerging particularly under the COVID-19 and growing convergence with digital technology in logistics. Through these case studies, the webinar intends to discuss what the new trend means for developing countries and what opportunities are available. Speakers will explain how farmer cooperatives are formed in Korea and India, what roles agricultural cooperatives are playing in the evolution of agri logistics, and what opportunities are being offered to farmers as new trends of agri logistics emerge.

REMARKS



Mr. Hoe Yun Jeong
Deputy Country Director,
India Resident Mission,
ADB



Mr. Sangmok Choi
President of the Agricultural
Cooperative University,
Korea

RESOURCE PERSONS

Korean Agri-logistics case



Dr. Seong-jae Park
Senior Economist at GSNI
Institute. Earned his PhD
in Agricultural Economics
from the Ohio State
University.



Prof. Sung-jun Park
Associate Professor,
Cooperative Management
Department, Agricultural
Cooperative University.
PhD in Logistics Marketing
from Konkuk University,
Korea



Mr. Ki Seok Seo
Director, Partner
Collaboration
Department, NH
Logistics. Earned his
Logistics MBA from Inha
University, Korea.



Prof. Dong-Hwan Kim
Professor, Department
of Global Business
Administration, Anyang
University. President of
Agro-food New Marketing
Institute since 2003.

Resource Person to speak on India Agro Logistics Landscape



Mr. Raman Ahuja
Co-founder of ThinkAg
Independent resource
person in food & agriculture,
working at the intersection of
technology, supply chains and
agro-logistics



Mr. Azhar Tambuwala
Director, Sahyadri Farms
Fellow founder at Sahyadri
Farms, a leading Farmer
Producer Company



Mr. Vivek Nirmal
Chief Advisor,
Kisankonnect
Kisankonnect was formed,
with a vision to connect
farmer to the consumers
directly



Ms. Mio Oka
Director, Environment,
Natural Resources &
Agriculture Division,
South Asia Department,
ADB

CLOSING REMARKS

Session 1: 6 December 2021

10:00- 12:30 PM Delhi Time / 12:30 - 3:00 PM Manila Time (Virtual)

Time	Flow of event
10:00-10:05 AM (Delhi Time) 12:30 - 12:35 PM (Manila Time)	Welcome Remarks by Mr. Hoe Yun Jeong, Deputy Country Director, India Resident Mission, ADB Introduction to Speakers by Capacity Development Resource Centre (CDRC), INRM, ADB
10:05-10:10 AM (Delhi Time) 12:35 - 12:40 PM (Manila Time)	Opening Remarks by Mr. Sangmok Choi, President of Agricultural Cooperative University, Korea
10:10-11:10 AM (Delhi Time) 12:40 - 1:40 PM (Manila Time)	Korean Agri-logistics Case (60 min) <ul style="list-style-type: none"> Korean Farmer Cooperative Background by Dr. Seong-jae Park (10 min) Wholesale Markets in Korea by Prof. Sung-jun Park (10 min) Agricultural Cooperatives' Logistics Centers Operation by Dr. Ki Seok Seo (10 min) Emerging Agri-logistics Models in the 4th Industrial Era by Prof. Dong-Hwan Kim (10 min) Q&A (20 min)
11:10-12:10 PM (Delhi Time) 1:40 - 2:40 PM (Manila Time)	Indian Agri-logistics Case (60 min) <ul style="list-style-type: none"> India Agro Logistics Landscape by Mr. Raman Ahuja (10 min) Agro-logistics Innovations in Fresh Produce Handling - the Case of Large Farmer Collective by Mr. Azhar Tambuwala (15 min) Fresh Produce Supply Chain & Logistics from the Perspective of an e-Retailer by Mr. Vivek Nirmal (15 min) Q&A (20 min)
12:10-12:15 PM (Delhi Time) 2:40 - 2:45 PM (Manila Time)	Feedback
12:15 -12:20 PM (Delhi Time) 2:45 - 2:50 PM (Manila Time)	Closing Remarks by Ms. Mio Oka, Director, Environment, Natural Resources & Agriculture Division, South Asia Department, ADB



AgTech Marketplace

Promising technologies to help improve FPOs' market access

Environment, Natural Resources & Agriculture Division (SAER), SARD Rural Development and Food Security (Agriculture) Thematic Group



To increase farming income of smallholder farmers and minimize food waste in horticulture value chains, ADB has been assisting the state governments in Maharashtra and Himachal Pradesh, farmer producer organizations (FPOs), and their value chain partners under horticulture value chain development projects. AgTech solutions have potential for improving capacity of FPOs to become professional crop suppliers in commercial agribusiness value chains. In partnership with its project offices ADB is facilitating interactive sessions between AgTech service providers and FPOs for low-cost technology solutions that can help generate new sales opportunities or improve sales prices of their crops. At the first of such sessions, six innovative technology service providers in three key areas of interest are invited to introduce their solutions to FPOs. Key FPO representatives shall be taking part in interactive discussions with the presenters.

MODERATORS



Mr. Hemendra Mathur
Chairman, FICCI Task Force on Agri Start-ups FICCI



Mr. Krishan Rautela
India Resident Mission, ADB

SERVICE PROVIDERS

Low-Cost Cold Chain and Storage Solutions



Mr. Nitin Goel
CEO & Co-Founder, Inficold
Inexpensive off-grid solar cooling solution for perishable commodities



Mr. Vikash Jha
Founder and CEO, Rukart
Low-cost storage at farm household up to 100 kg of vegetables for a week



Mr. Vijay Anand
Chief Business Officer, Greenpod Labs*
Using nanotechnology to extend the shelf-life of fruits and vegetables



Dr. Vaibhav Tidke
Co-founder and CEO, S4S Technologies
Solar-powered dehydrators for high quality dry vegetable and fruit products

Traceability To Improve FPOs' Marketing



Mr. Ayon Hazra
Founder & CEO, BWS India
A blockchain SaaS platform that provides transparency and Traceability



Ms. Suniti Gupta
CEO, Innoterra Tech
FarmTrace for GI-tagged Alfonso mango and QR Code for Banana

SUMMARY/NEXT STEPS



Mr. Deepak Shinde
Project Director - MAGNET and General Manager, Maharashtra State Agricultural Marketing Board

Session 2: 6 December 2021

1:00 – 2:30 PM Delhi Time / 3:30- 5:00 PM Manila Time

Time	Activities
12:30 pm-1:00 PM (Delhi Time) 3:00 pm – 3:30 PM (Manila Time)	Postharvest Extension Video Streaming
1:00 pm-1:10 PM (Delhi Time) 3:30 pm – 3:40 PM (Manila Time)	Introduction of Topics and Instructions (3 min) Mr. Krishan S. Rautela , India Resident Mission, ADB
1:10 pm – 2:05 PM (Delhi Time) 3:40 pm – 4:35 PM (Manila Time)	<p>Moderators Mr. Hemendra Mathur, Chairman, FICCI Task Force on Agri Start-ups FICCI Mr. Krishan S. Rautela, India Resident Mission, ADB</p> <p>Presentations</p> <p>1. Cold Chain and Storage Solutions for FPOs:</p> <ul style="list-style-type: none"> - Presentation 1: Inficold by Mr. Nitin Goel, CEO & Co-Founder (7 min) - Presentation 2: Rukart by Mr. Vikash Jha, Founder and CEO (7 min) - Comments: Mr. Ganpath Parthe, Shriram Fal Prakriya Sahakari Sanstha Ltd. (5 min) <p>2. Postharvest Services to Extend Crop Shelf-life</p> <ul style="list-style-type: none"> - Presentation 3: Greenpod Labs* by Mr. Vijay Anand, Chief Business Officer (7 min) - Presentation 4: S4S Technologies by Dr. Vaibhav Tidke, Co-founder & CEO (7min) - Comments: Ms. Anita Malge, Yashaswaini Agro Producer Company Limited (5 min) Ms. Poonam Patil, Matoshri Indutai agro FPC, Jalgaon (5 min) <p>3. Traceability to Expand FPOs' Marketing Channels</p> <ul style="list-style-type: none"> - Presentation 5: Borlaug Web Services™(BWS) India by Mr. Ayon Hazra, Founder & CEO (7 min) - Presentation 6: Innotracc by Ms. Suniti Gupta, Managing Director & CEO (7 min) - Comments: Ms. Sanmati Nalage, Chandneshwar Agro FPC, Banwadi, Tal-Koregaon, Dist Satara (5 min)
2:05 pm – 2:20 PM (Delhi Time) 4:35 pm – 4:50PM (Manila Time)	Feedback & Discussion
2:20 pm – 2:30 PM (Delhi Time) 4:50 pm – 5:00 PM (Manila Time)	Summary/Next Steps Mr. Deepak Shinde , Project Director - MAGNET and General Manager, Maharashtra State Agricultural Marketing Board