





Consumers in Europe are increasingly expecting retailers and food brands ensure fair and sustainable food production. Where does the food I am consuming come from? Were the farmers who produced the food treated fairly? Were they underpaid for their produce? Were these food products involved in contributing to deforestation? Retailers and manufacturers are developing several initiatives in their supply chains to find the appropriate technologies that can help address these questions.

Palm oil, coffee, soy, meat, fruit and vegetable producers that export their products to Europe are therefore confronted with a growing demand for data, and many of them are investing in the latest IT and technology to keep up with these demands.

Join this virtual SpringBoard on 'Commodities and the Role of Data and Technology' organised by The Consumer Goods Forum (CGF) together with SIM Supply Chain, to learn more about the trends and the need for data in the near future, and to find out about what retailers and manufacturers can learn from existing and new initiatives in commodity trade in IT technology and data.

AGENDA

CEST TIME ZONE

(Timings are subject to change)

- **3.00 pm** Opening and welcome

PART I

- **3.10 pm** What are western consumers after?
- **3.30 pm** What data is needed from commodity suppliers?

PART II

- **4.10 pm** How do commodity producers prepare for the increasing need for data?
- **4.20 pm** Managing data smallholders in chocolate and coffee: The harsh reality
- **4.40 pm** Networking break (Exhibit Hall)
- **4.55 pm** Colombia: The increasing need for data in banana production

PART III

- **5.00 pm** The role of technology in getting data from farm to fork
- **5.20 pm** Traceability, transparency, IT platforms and blockchain: What role could they play?
- **6.00 pm** Closing Remarks
- **6.00-7.00 pm** Networking break (Exhibit Hall)

For more information, please contact:

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