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SIX AGTECH COMPANIES PITCH PRODUCTS AT PMA SOUTHERN AFRICA VIRTUAL AGTECH ROADSHOW 2020

The Produce Marketing Association (PMA) in Southern Africa partnered with the Israel Trade Office to South Africa in hosting a virtual Agritech Roadshow. On 30 June 2020, six cutting edge agtech companies from Israel introduced their solutions across the entire supply chain to almost 100 stakeholders. The presentations varied between six to ten minutes and focused on supply chain logistics, agri-fintech, quality control solutions, precision farming, and cold-chain monitoring.

GIS-based precision farming

Many farmers are investing huge amounts of energy into harvesting data that gives very little yield. Sagi Pinkas CEO and founder of [Geshem](#) said the company invests 25 to 30% of its annual income in research and development to provide farmers with useful, precise, actionable data to improve field efficiency. Their centralised GIS-based software provides agricultural and financial solutions. In 2021, Geshem will launch a new product - irrigation recommendation via satellite without sensors on the ground for open-field tomato crops. This product is backed up with 5 years of research and an entire season's field trial.

Satellite communication

[hiSky](#) was established in 2015 with the aim of turning into a Satellite Virtual Network Operator (SVNO), providing a comprehensive solution for voice data, as well as IoT and machine-to-machine applications at a fraction of existing market rates, said Zeev Steinlauf, vice president of HiSky. Internet connectivity plays a major role in the process of using satellite imagery and other technology. In rural areas, farmers often have no access to internet, and if it is accessible the service might be slow, unreliable and expensive. hiSky's technology makes satellite bandwidth available at affordable prices in even the most remote locations, which enables farmers to send data directly from the field to the cloud.

Food waste control

Consumer demand for high-quality food and the focus of farmers to optimise yields are often off-balance. As a result, about 1.3 billion tonnes of food are lost or wasted along the supply chain each year. This has financial, social and environmental impacts. Ilay England, CEO of [Trellis](#) introduced technology that assists growers with more accurate predictions to manage supply in terms of demand.

Agri-fintech

[Avenews](#) provides a digital trading platform that combines multiple agri-trade services. Shalom Ben-Or, CEO at Avenews said this blockchain-based technology enables commercial sellers and buyers to transact directly with each other anywhere in the world. The platform simplifies transaction processes, reduces distribution costs, creates financial security and increases supply chain transparency.

Quality control solutions

A major reason for food waste is inaccurate ripeness measures, which includes parameters such as freshness, durability and taste. Elad Mardix President of [ClariFruit](#) introduced technology that measures the quality of produce by checking multiple parameters, such as fruit's acidity, firmness, dry weight colour, size, stains, variant and more. It also enables users to determine the exact location, weather conditions, date and time of the measurements. The benefit of this technology is that it saves time, costs, reduce rejections, maximise financial opportunities and centralised data provides insight and analytics in-real time.

Cold-chain solutions

An estimated 600 million people in the world fall ill annually after eating contaminated food. Temperature abuse is by far the most common factor leading to foodborne illness. Yaron Nemet CEO at [Varcode](#) introduced technology for continuous cold-chain monitoring for perishables. The company's technology provides a dynamic barcode, barcode readers, and a dashboard for up-to-date transportation of information. It also provides a digital track record of the produce with full traceability.

About Produce Marketing Association

Produce Marketing Association (PMA) is the leading trade association representing companies from every segment of the global produce and floral supply chain. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. PMA has a unique network of more than 53,000 member contacts from more than 2,900 member companies, which are based in 54 countries across six continents. These contacts span all sizes and types of businesses across the supply chain. For more information, visit www.pma.com

About the Israel Trade Office to South Africa

The Trade and Economic Office functions under the Embassy of Israel to South Africa and is aimed at the promotion of export from Israel, promotion of investment into Israel and the fostering of trade relations between the two countries. They organise both in- and outbound business delegations and events, focused at the promotion of cooperation in most industry sectors.

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