

Trace: FairFood Traceability Solutions

Easy-to-use solution for food traceability

Trace technology is an advanced tracking solution for agricultural and food-related companies, offering transparency and sustainability. It enhances consumer trust by providing clear and verifiable data about a product's journey and ethical production practices.



FAIRFOOD

Fairfood
Marten van Gils

Commodities

Common bean, Cassava, Cowpea, Maize, Sorghum/Millet, Rice, Soybean, Sweet Potato, Wheat, Cacao, Coffee, Fruit, Fish, Groundnut, beans, Onions, Pepper, Tomat...
+ 13 more

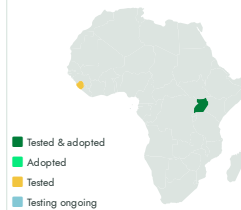
Sustainable Development Goals



Categories

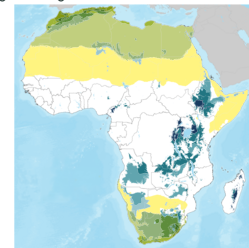
Production, Postharvest, Marketing, Pre-production, Digital applications, Supply chain management, Traceability
+ -3 more

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Breeders, Farmers, Processors, Fish Farmers, Sellers

This technology is **pre-validated**. **9·7** Scaling readiness: idea maturity 9/9; level of use 7/9

Inclusion assessment **3**

Climate impact **6**

Problem

- Agri-food companies struggle with risk mitigation in their operations.
- Transparent traceability of agri-food products is challenging to ensure.
- The food industry lacks sufficient tools for storing and managing essential data.

Solution

- Traceability solutions enable showcasing the precise origin of products.
- Transparent sharing of evidence supporting brand values with the public.
- FairFood's traceability solutions contribute to increased income for farmers.
- Foster transparency and trust, helping create fairer compensation mechanisms within the agri-food supply chain.

Key points to design your program

Trace can be integrated into agri-food value chain development, digital agriculture, food safety, and sustainable supply chain programs to improve product traceability, strengthen transparency, and support sustainable sourcing. Its adoption contributes to **SDGs 9 and 13**. To integrate this technology into your project, plan and budget for the following activities and prerequisites:

- **Facilitate access** to the Trace platform, digital devices, and data management tools.
- **Establish partnerships** with **FairFood**, producer organizations, agri-food companies, certification bodies, and technology providers.
- **Conduct** pilot demonstrations and training on digital traceability and data management, and **monitor** platform adoption, product traceability, and supply chain transparency.

22.14 USD subscription/user/year **3,320 USD** Operating Investment /YEAR **IP** Open source / open access



Trace
<https://taat.africa/cbw>

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