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Agricultural market dynamics based on data evidence

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**DATAUSE Project in collaboration with
KPI RISK ETHICS & COMPLIANCE**



DATAUSE: datos y agricultura.
PID2019-105708RB-C21 Proyectos I+D+i
«Retos Investigación» (MICINN/FONDOS FEDER)



About the Project



The project is based on facilitating the consumption of agricultural data by determining data quality, interoperability and reusability based on stable and standardised indicator models and building capacities for reuse.

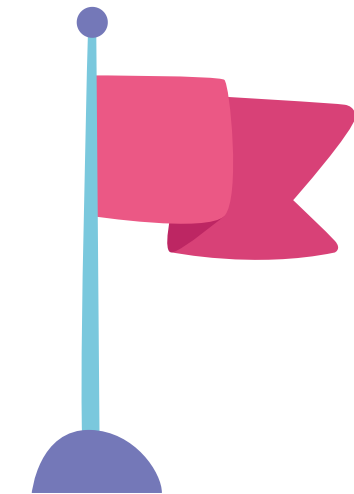
Related Areas

- **Open Data and FAIR Data**
- **Agriculture**
- **SDG**
- **Economics and trade/logistics (pricing)**
- **World Food Programme**



Particular goals:

1. **Identify infrastructures and operators for interoperability.**
2. **Implement a stable system for assessing the quality of datasets.**
3. **Experiment with descriptive and predictive indices and models that can be automated.**
4. **Explore emerging technologies FinTech: Blockchain 0 Hunger (BOH)**



Answering questions like:

- **How reusable is data in the area of agriculture?**
- **Which global players are indispensable in the data ecosystem?**
- **What are the emerging open data reuse and research technologies that can be harnessed for agriculture?**
- **What descriptive and predictive indices can be useful in the medium and long term?**

Main Targets of the Research

- **Characterise the evolution of the agricultural products and their commercial supply through existing data (in this case is coffee)**
 - **A systematic protocol for downloading data from several sources**
 - **Using different sources to make possible to characterise the dynamics of the coffee market**
- **Aims to build a monitoring and analysis KPI tool with the final results .**



Known Data

According to **GODAN 14 key categories of data have emerged, of which three stand out: Geodata, Weather Data and Market Data.**

ADMINISTRATION AND LEGISLATION DATA

- Government, Agricultural Law and Regulation
- Official Records
- Government Finance Data
- Rural development project data

AGRONOMIC DATA, AGRICULTURAL TECHNOLOGIES

- Production advice
- Pest and disease management data

NATURAL RESOURCES, EARTH AND ENVIRONMENT DATA

- Meteorological data
- Elevation data
- Hydrological data
- Soil data

SOCIO-ECONOMIC DATA

- Land use data and productivity data
- Value chain data
- Infrastructure data
- Market data



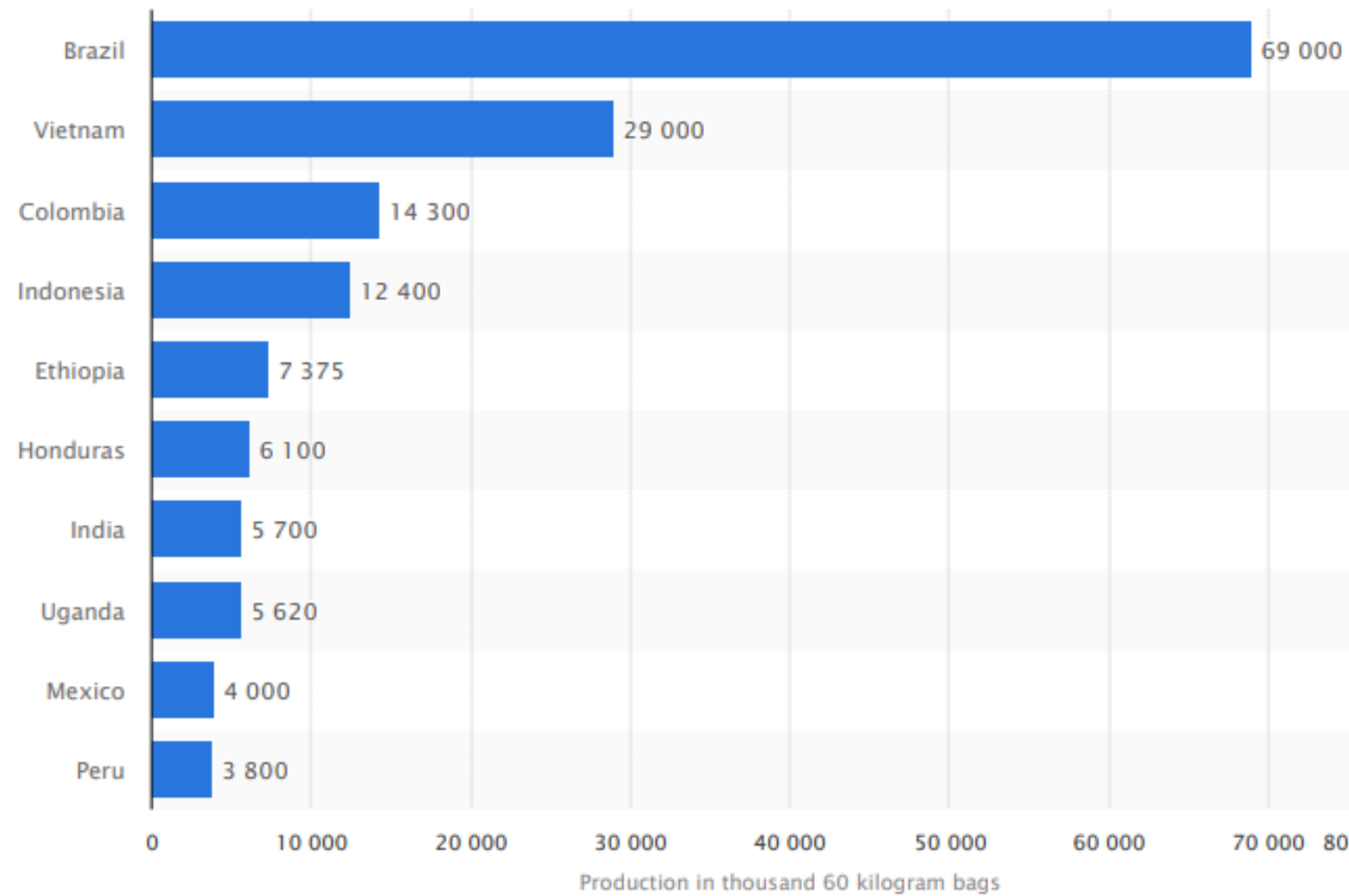
Data Updates



Top 3 exporter country's open portals as a data source

Known data that are not updated quickly

Coffee production worldwide in 2020, leading countries.



Details: Worldwide; ICO; 2020

© Statista 2021





Coffee base investigation

- basic combination study
- beans
- basic combination study

basic combination study

6/8/21, 4:04 PM
209ae217-b2d6-4481-62b4-f22cd03859ea

BATCHES **SEARCHES** **RESOURCES**

- zero hunger**
6/22/21, 4:18 PM
18f7aab4-61db-4c53-a85c-2b3c66039b00
UNLINK
- coffee variety**
6/10/21, 9:40 AM
bb8fa236-2194-4a5e-9e5b-a278a99d0b6f
UNLINK
- coffee prices**
6/10/21, 7:46 AM
0888213-cd87-4e31-942c-d02cb963832
UNLINK

Several sources for tracking information by keywords.

E-Legacy Coffee base investigation / basic combination study

Start typing... News


- Agrelma: coffee bean
- Tweets: FMdelaC
- Tweets: zero hunger
- Tweets: coffee prices

ImporterCountry: United Kingdom
moreDetailLink: <https://www.agrelma.com/importers-Oil-Seeds-Vegetable-Oil-Soya-Bean-United-Kingdom/d45296.html>
reqDate: 04/04/2011
reqTypeData: Oil Seeds / Oilseeds - Oils
requestName: Vegetable oil, soya bean oil, rapeseed oil, sunflower oil, peanut oil and coconut oil.
type: Agrelma

ImporterCountry: Belgium
dateTime: 04_05_2021
moreDetailLink: <https://www.agrelma.com/importers-Coffee-Looking-View-Roasted-Coffee-Belgium/d57032.html>
reqDate: 25/02/2013
reqTypeData: Coffee / Coffee beans
requestName: Looking to view roasted coffee bean products.
type: Agrelma

ImporterCountry: Belgium
dateTime: 02_05_2021
moreDetailLink: <https://www.agrelma.com/importers->


Fernando Morales-de la Cruz @FMdelaC 3/18/21, 3:36 PM



Dear @SenWarren, Business model of coffee, cocoa & tea industries is cruel & illegal. They exploit millions of children to buy raw materials for 1/4 of real price. They have increased child labor. They also deceive consumers with false audits #Fairtrade & #RainforestAlliance <https://t.co/E81xBKvra>


Hunter Bay Big Sky Organic Arabica Coffee Beans, Kirkland Organic Blueberries, Kirkland Vita Rain Zero Vitamin Water, C&F Pinto Beans, Lindt Lindor Truffles

Fernando Morales-de la Cruz @FMdelaC 5/1/21, 1:19 PM



Dear @LizOrnitz, Your @WSJ coffee story ignores the important facts: 1. Cost of coffee beans is only 1-2% of what consumers pay for a cup of coffee. 2. Coffee corporations pay growers ~1/4 of real price, they increased misery, hunger, malnutrition & child labor in the coffee lands <https://t.co/zlr2cj9gb4>

Mathenge wa Nduhiu @Ndagetare 6/9/21, 3:50 PM



7 Kilograms of these berries make 1Kg of coffee beans. On Amazon 1 kg of a branded Kenyan coffee beans is quoted at \$47.98. My 77yr old mother who still tends to her crop earned the sum total of \$5.0 for 7Kgs of cherry last season. 11% of the final price. Good deal or bad one? <https://t.co/ToVoYAtfc>

GaaS Cloud (Grocery as a Service Cloud) @gaascloud 6/9/21, 2:30 PM



Our Team



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Thank you!

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