



Tech Boosters to Horticulture Supply Chain

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Dynamic Supply Chains

- ❑ **Distribution** – Evolving channels with E-Commerce & Direct To Consumer (D2C) need efficient, responsive and scalable supply chains.
- ❑ **Evolving Models** - Varied markets need different models. Some need decentralized store and forward, some need cross-dock processes, and others need transcontinental shipments.

Horticulture Produce

- ❑ **Seasonal Variations** – Demand peaks 5x-6x during the buying season.
- ❑ **Sustainability** - Wastage of produce affects the triple bottom line - economic, environmental and social - and should be minimized.
- ❑ **Perishability** - Live plants & flora have a short Farm-to-shelf span, and therefore need continuous monitoring at each point in the supply chain.

Phytosanitary Aspects

- ❑ **Traceability** - Fragmented supply chain operations lead to poor traceability of seeds and saplings.
- ❑ **Brexit** - Administrative issues in managing complex SPS compliance between the UK and the EU.
- ❑ **COVID-19** – Regulators and governing bodies (like DEFRA, CPM) pushing for strict compliance in a post COVID world.

Digital Steer to improve Supply Chains

- ❑ **Digitally Integrated Operations** - Make the operations streamlined and consistent with visibility into every part of the Supply Chain.
- ❑ **Trace and Track** - Cloud connected IoT sensors are pivotal to manage waste and freshness of produce by real-time monitoring of the products.
- ❑ **Simplify and Secure** - Explore use of Blockchain with IoT based data-collection to make transactions tamper proof, accurate and faster.

40%

More Sales

References

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- C. [Digital Horticulture \(profitcoachinginternational.com\)](https://profitcoachinginternational.com)
- D. [How Technology in Horticulture Changes a Whole Industry \(nttdata-solutions.com\)](https://nttdata-solutions.com)