

# Terra-Fresh Symposium: Presenting Final Results

## January 22 and 23, 2024

Terra-Fresh (short for Technology Enabled Fresh Supply Chains) is an integrated planning and coordination environment that seeks to exploit the new technological realities of the supply chain of fresh agricultural products for the benefit of the growers, consumers, and the environment ([www.terra-fresh.com](http://www.terra-fresh.com)).

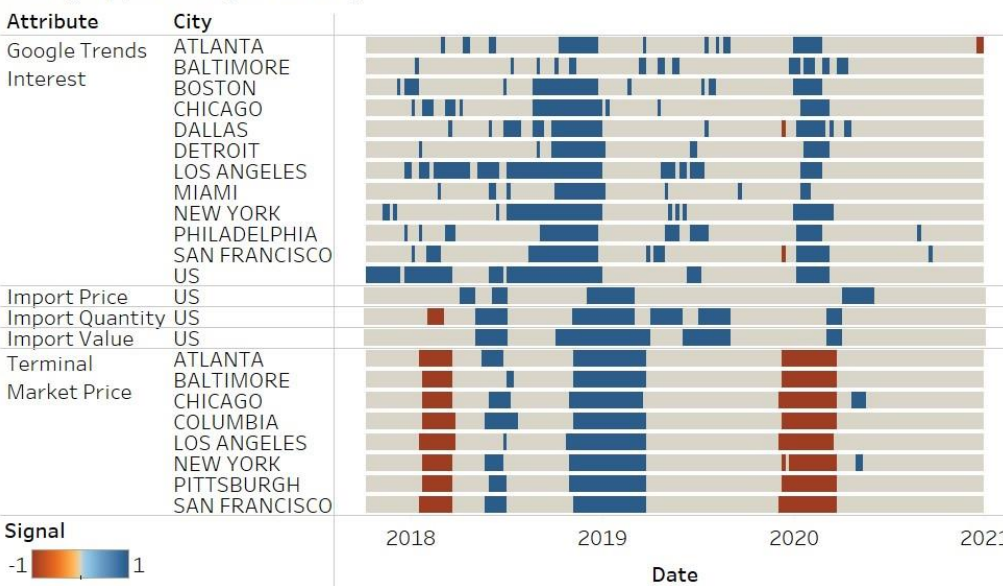
The objective of Terra-Fresh is to make direct connections between the growers, particularly small growers, and the most attractive markets. Terra-Fresh does this through a series of interacting tools that include opportunity discovery, contract negotiation, opportunity allocation based on agronomic potential and risk profile, and logistics analysis.

Terra-Fresh aims to achieve benefits across at least three main dimensions: 1) increased profitability of growers; 2) greater availability of affordable, nutritious food for consumers, and 3) reduction of food waste throughout the supply chain.

In this final symposium we will present research results on

- (1) Using data mining and artificial intelligence tools for market opportunity discovery
- (2) Planning and coordination tools for coalition of growers
- (3) Developing efficient logistics for small harvests
- (4) Research roadmap efficient system wide logistics solutions

Celery Opportunity Discovery



Supply Chain  
Coordination and  
Collaboration Tools for  
Small Farmers

Identification of Market  
Opportunities using A.I.  
Tools

Planting Schedule  
based on Climate  
Conditions and  
Demand Fulfillment

TERRa-Fresh Website:

<https://www.terra-fresh.com/Home>

### IN-PERSON LOCATION

SkySong 1  
1475 North Scottsdale Road,  
Suite 200  
Scottsdale, AZ 85257

### ZOOM REGISTRATION

[HTTPS://ASU.ZOOM.US/MEETING/REGISTER/TZASDUMVRZ8JHNS7VVOYM1VSMV3ZV\\_ZJNJXQ](https://asu.zoom.us/j/9115151515)

9:00 am – 12:00pm (MST)

For More Information:

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## AGENDA (JANUARY 22, 2024)

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**Morning Session:** In-person location, SkySong 1, Rm 201 Global, 1475 North Scottsdale Road, Suite 200, Scottsdale, AZ 85257, Streaming address: To be provided upon registration.

9:00 – 11:00AM Session A: Opening session including overview of goals, achievements, and presentation of research roadmap.

11:00 – 12:00 PM Session B: Roundtable discussion of Research Roadmap

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**Noon Session:** In person location: SkySong Parking Garage, 1475 North Scottsdale Road, Suite 200, Scottsdale, AZ 85257, Streaming address: To be provided upon registration.

12:00 – 1:00 PM Lunch and Demonstration of Mini-containers and portable Solar Farm

1:00 – 3:00 PM Demonstration of Mini-containers and portable Solar Farm

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**Afternoon Session:** In person location: SkySong Parking Garage, 1475 North Scottsdale Road, Suite 200, Scottsdale, AZ 85257, Streaming address: To be provided upon registration.

1:00 – 5:00 PM Session C: Session C Technical sessions to present research results in the areas of market intelligence, agronomic potential and visualization tools.

## AGENDA (JANUARY 23, 2024)

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**Morning Session:** In-person location, SkySong 1, Suite 365, 1475 North Scottsdale Road, Scottsdale, AZ 85257, Streaming address: To be provided upon registration

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9:00 AM – 12:00PM Session D: presentation of research results in the areas of multi-region crop planning, tools for farmer coalition formation and coordination issues

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**Afternoon Session:** Location, SkySong 1, Suite 365, 1475 North Scottsdale Road, Scottsdale, AZ 85257, Streaming address: To be provided upon registration

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12:00 - 1:00 PM Lunch and start of networking session.

1:00 to 3:00 PM Networking session

# IN-PERSON LOCATION AND ONLINE MEETING INFO

## Attend In-Person:

ASU SkySong Building 1, Room 201 Global  
1475 North Scottsdale Road, Suite 200  
Scottsdale, AZ 85257

## Registration to Join online via Zoom:

**[HTTPS://ASU.ZOOM.US/MEETING/REGISTER/TZASDUMVRZ8JHNS7VVOYM1VSMV3ZV ZJNJXQ](https://asu.zoom.us/meeting/register/tzasdumvrz8jhns7vvoym1vsmv3zv_zjnjq)**

After registering, you will receive a confirmation email containing information about joining the meeting.