

# A Tale of Two Truths

A REAL-LIFE CASE STUDY ON MOVING FRESH AVOCADO WITH NO VISIBILITY



# Operating in The Land of The Blind

What happens in the fresh produce trade every day? Currently, global produce trade is being conducted with little to no visibility of the supply chain, leaving plenty of room of mistakes that create heavy burden of proof faced by suppliers when things go wrong.





# Global Popularity of the Avocado

**5.71**  
Million Tonnes

- FAO

The avocado is one of the most popular fruit in the world. In 2017, global production of avocados reached 5.71 million tonnes.

Avocados are grown mainly in the Southern hemisphere and have to be transported thousands of miles to consumers all over the world - In 2018, the world imported 2.5 million tons of avocados worth \$ 6.1 billion dollars.

- FreshPlaza

Visual inspection of skin colour  
to determine freshness



Ripeness is determined visually with the skin colour and markings on the avocado. Buyers would need the avocados to be as green as possible.

Tolerance of est. 5 – 10%  
for markings and spots

# Ripeness is critical for fresh avocados

Due to the transit time, it is essential for avocados to be transported in optimal cold chain conditions to maintain freshness of the fruit, extending the shelf life of avocados by 2 weeks.

Avocado transportation differs for each market, and for different seasons, with recommended storage and handling temperatures ranging between 3.3°C - 6°C. Low maturity fruit will maintain its quality and shelf life at slightly warmer temperatures such as 5.5°C whereas cooler temperatures around 3.3°C will extend shelf life of ripe avocados.

- Mission Produce

The Messy Middle Nightmare begins....

# Your avocados are too ripe

- Customer, a Fresh Produce Wholesaler

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# Two Truths – Who to Believe?

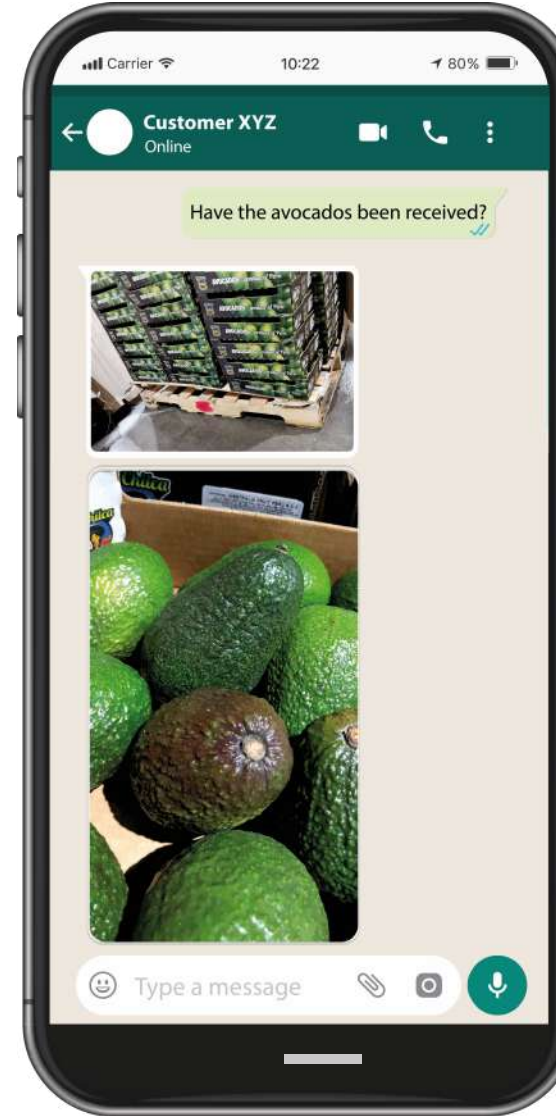
## PERU SUPPLIER

- Photos were taken at packinghouse and sent on Whatsapp Group
- Avocados were all green
- Pallet was in perfect condition



## SINGAPORE BUYER

- Photos were taken at receiver warehouse and sent on Whatsapp Group
- Blackness on avocados
- Pallet was damaged, potentially causing bruising and damage to fruit





# No Data, No Visibility

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Suppliers are unable to show what, where and how the trade went wrong. With no data, suppliers often bear the cost of such errors.



Unable to verify  
when the good was  
received



Unable to verify  
which carton had the  
issue



Unable to verify if  
damage was done by  
logistics 3<sup>rd</sup> party



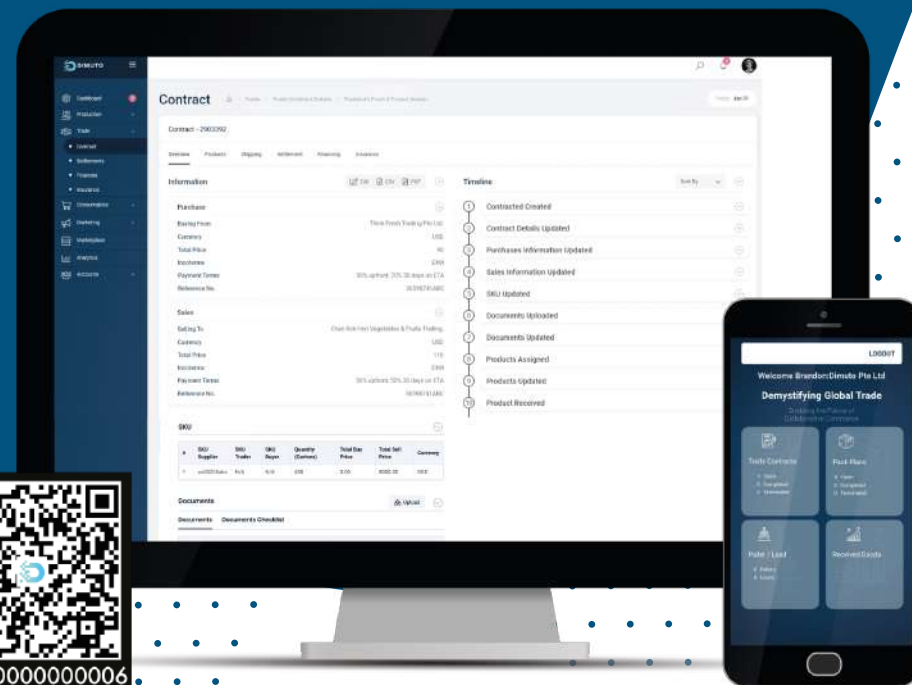
**These disputes  
can cost 5-10%  
of every trade.**



Created by Trade, for Trade

# Becoming the one-eyed king

DiMuto brings visibility to agri-food trade





# DiMuto 4T Suite Solutions

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Easily track & trace every single carton and every single produce for all your produce trade



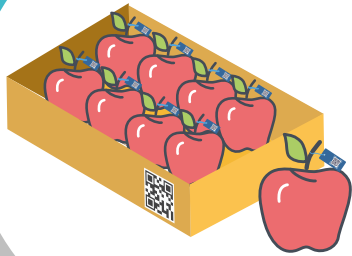
## DIGITAL ASSET CREATION

Digital asset creation devices assigning digitalized produce to each trade on DiMuto Platform

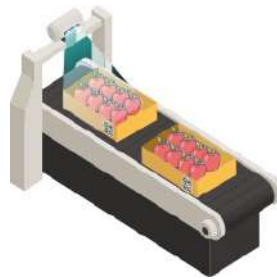
## DIMUTO RECEIVER APP

Receiver application to acknowledge receipts of goods & provide feedback on the DiMuto blockchain

DiMuto QR Code



Digital Asset Creation



DiMuto Platform



DiMuto Receiver App



## DIMUTO QR CODE

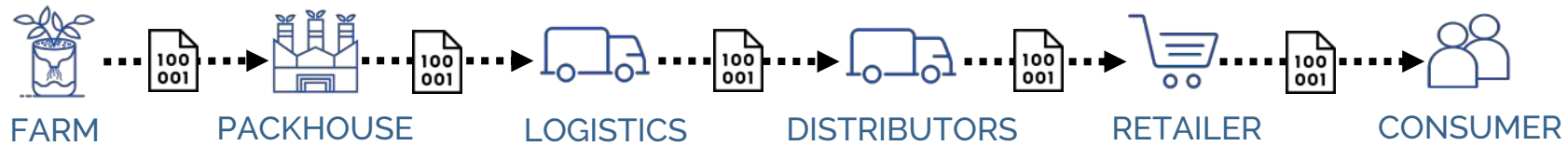
Unique QR Codes placed on individual product and carton to assign each one a digital identity and digitalize produce

## DIMUTO PLATFORM

Single trade platform tracking & tracing physical produce and documents for each trade on the blockchain

# Trade Digitalized by DiMuto

DiMuto digitalizes a global trade – from farm to consumer



Once harvested, Fruits are digitized with DiMuto's system

Every carton in the trade is digitally captured onto the DiMuto Platform

Each carton is received, and feedback is given by buyer and consumer



# How DiMuto Helps

Increased Supply Chain Visibility for both suppliers and buyers



Receipt of goods  
and feedback done  
on single platform



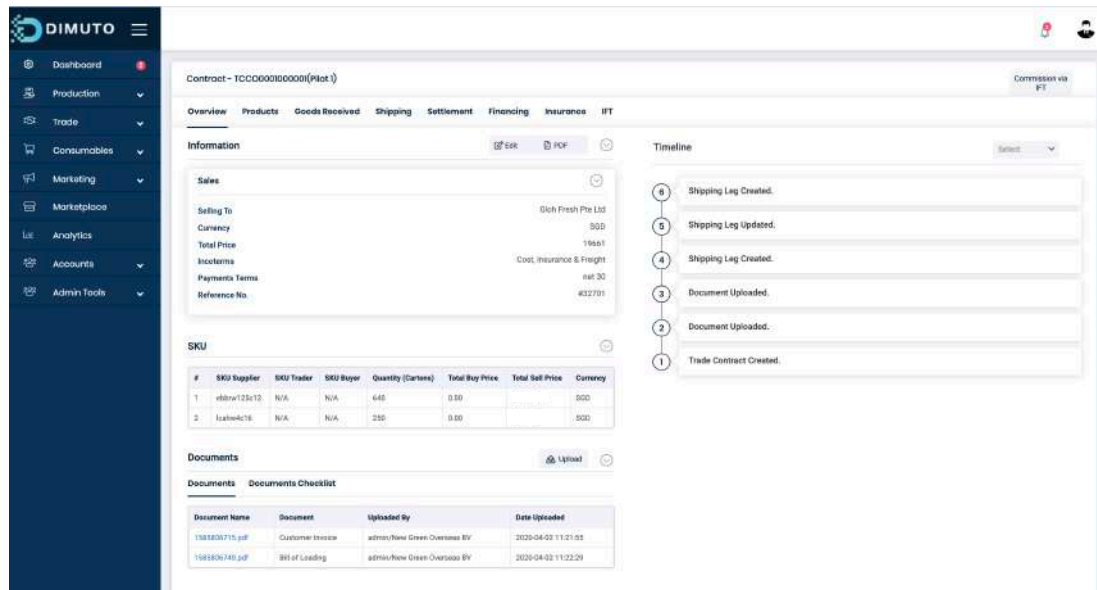
Able to track  
quality issues  
down to individual  
cartons



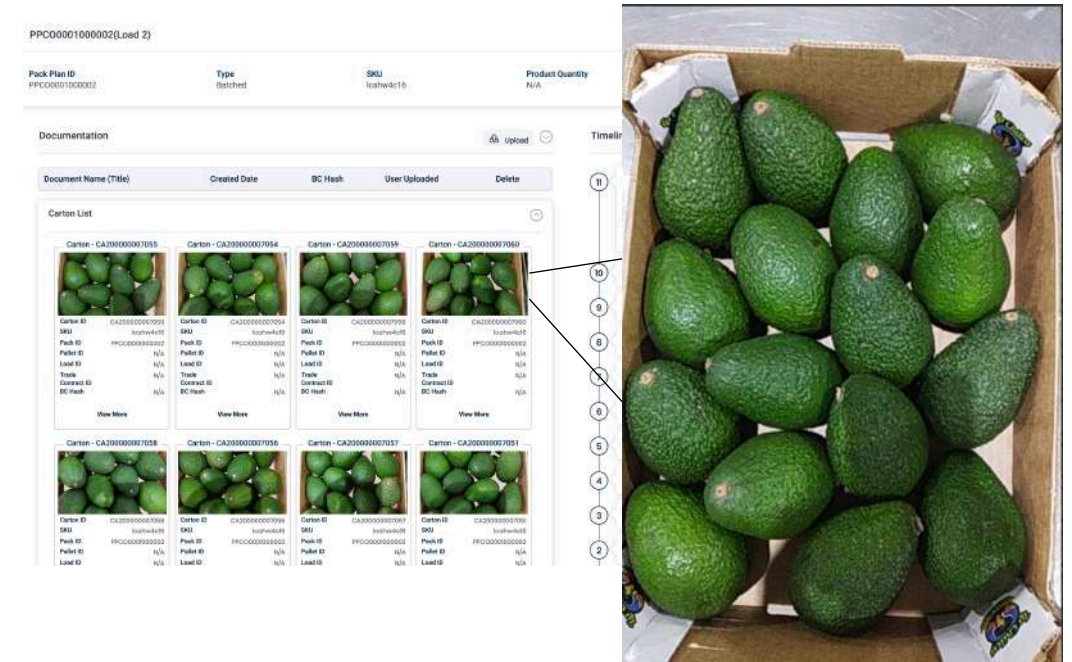
Easily access  
product photo and  
related trade  
documents

# Bringing Visibility to The Trade

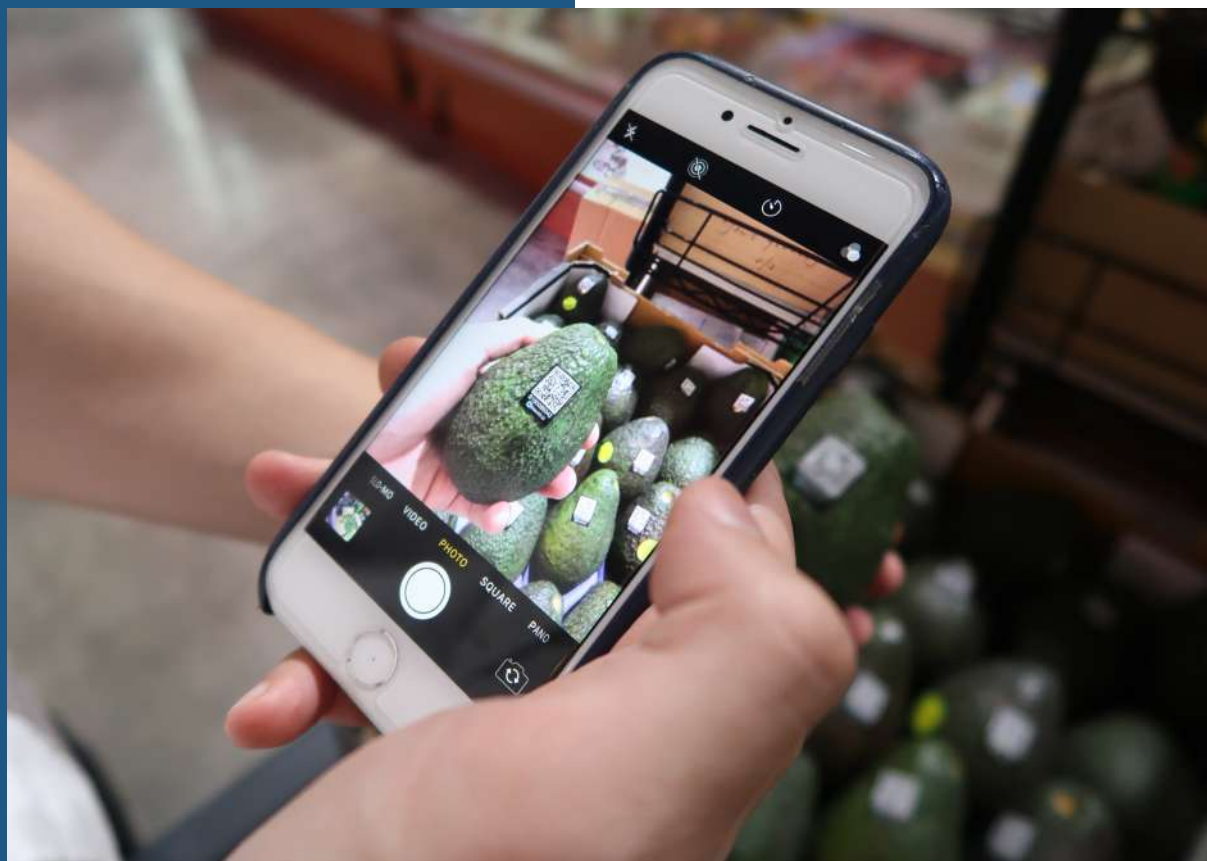
One single truth with digitalization & data



Able to capture all the documents and information required for each trade on a single platform







# Get Our Solutions Demo

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[contact\\_us@dimuto.io](mailto:contact_us@dimuto.io)



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