



# A Tale of Two Truths

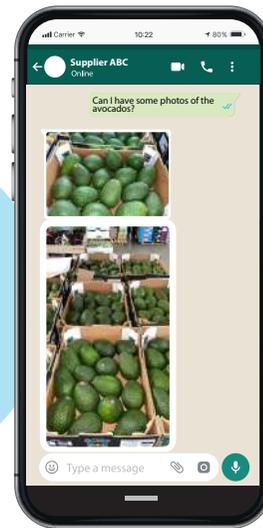
Currently, global produce trade is being conducted with a disconnected visibility of the supply chain, creating heavy burden of proof faced by suppliers when things go wrong.

When there are trade disputes over quality issues, suppliers often bear the costs - as much as 5 - 10% per container per trade. Here, we examine the real-life case study of what happens when an avocado supplier from Peru sells their avocados to a buyer in Singapore.

At the packhouse, the supplier submit photos of perfect looking avocados but on arrival, the buyer shows photos of the avocados being too ripe and damaged. With two truths here, who to believe?

## PERU SUPPLIER

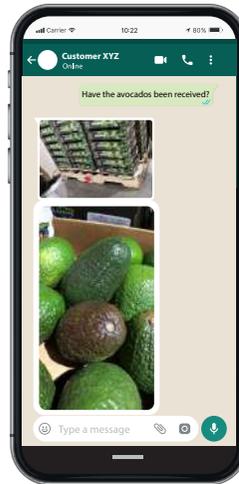
- Photos were taken at packinghouse
- Avocados were all green
- Pallet was in perfect condition



With two truths here, who to believe?

## SINGAPORE BUYER

- Photos were taken at receiver's
- Blackness on avocado
- Damaged pallet potentially bruising fruit



## No Data, No Visibility

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 3rd party

# DiMuto 4T Suite Solution



Created by trade, for trade, DiMuto digitalizes the agri-food supply chain for data visibility and trade transparency. With visibility from data captured as the product moves through the supply chain, DiMuto helps to reduce disputes over quality and creating trust amongst trade parties.



01

Every carton of avocado is tagged with DiMuto QR Code to digitalize produce



02

A photo of every carton is captured by DiMuto Digital Asset Creation Device



03

Photos and trade documents tracked & traced on DiMuto Platform



04

Buyers use the DiMuto Receiver App to acknowledge receipt and feedback



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