

## **Target Audience and Value Proposition**

### **Target Audience**

#### **1. Farmers**

##### **Profile:**

1. Small to medium-sized agricultural producers.
2. Tech-savvy or willing to adopt new technologies to improve their operations.
3. Interested in transparency, sustainable practices, and direct-to-consumer sales.

##### **Needs:**

1. A platform to showcase their products with detailed information.
2. A transparent system to manage inventory and track sales.
3. Direct access to consumers who value quality and transparency.
4. Assurance that their product data is secure and immutable.

##### **Challenges:**

1. Limited access to direct markets and consumers.
2. Difficulties in proving the authenticity of their sustainable or organic practices.
3. Managing product information and inventory efficiently.

#### **2. Consumers**

##### **Profile:**

1. Health-conscious individuals concerned about the origin and quality of their food.
2. Tech-savvy consumers who appreciate detailed product information.
3. People who support sustainable and ethical farming practices.

##### **Needs:**

1. Access to detailed information about the products they purchase.
2. Assurance of the authenticity and quality of their food.
3. A simple and transparent way to trace the journey of their food from farm to table.

##### **Challenges:**

1. Lack of trust in traditional supply chains due to limited transparency.
2. Difficulty in verifying the authenticity of organic or sustainable claims.
3. Limited access to detailed product information.

## **Value Proposition**

### **For Farmers**

#### **1. Direct Market Access:**

1. **Benefit:** Farmers can directly reach consumers who value transparency and quality, bypassing intermediaries.
2. **Value:** Increased profit margins and a closer relationship with their customers.

#### **2. Transparent and Secure Platform:**

1. **Benefit:** Immutable blockchain technology ensures that all product information is secure and tamper-proof.
2. **Value:** Enhanced credibility and trust in their products.

### **For Consumers**

#### **1. Verified Product Information:**

1. **Benefit:** Access detailed, trustworthy information about the origin, production date, and farming practices of products.
2. **Value:** Confidence in the quality and authenticity of the food they purchase.

#### **2. Traceability:**

1. **Benefit:** Use QR codes to trace the journey of their food from farm to table.
2. **Value:** Increased trust and assurance in their food choices.

#### **3. Support for Sustainable Practices:**

1. **Benefit:** Easily identify and purchase products that adhere to sustainable and ethical farming practices.
2. **Value:** Contribution to and promotion of sustainable agriculture.