GreenHarvest – Revolutionizing Farmer-to-Market Supply Chain with Salesforce

Phase 1: Problem Understanding & Industry Analysis

Goal: Understand the agriculture supply chain challenges, farmer pain points, and define clear requirements for the Salesforce-based system.

Requirement Gathering

Based on simulated stakeholders (farmers, agri-market buyers, logistics providers, government agriculture officers)

Example Requirements:

- Capture farmers profiles, crop details (type, yield, season) and harvest schedules in Salesforce.
- Enable buyers to post requirements and directly connect with farmers.
- Display fair price based on real-time market trends.
- Generate alerts for delays, spoilage risks, or missed deadlines.
- Facilitate secure digital payments and receipts through Salesforce integration
- Assign logistics partners for transport and delivery tracking.
- Provide dashboards showing crop demand, supply gaps, and pricing trends.
- Generate reports for government and cooperatives on farmer income growth

Stakeholder Analysis

• Admin (You) → Manage system setup, roles, and workflows.

• Farmers → Register crops, update availability, upload certifications.

• Buyers (Retailers, wholesalers, consumers) → Post requirements, place orders, track deliveries.

• Logistics Providers → Handle crop transportation, update delivery status.

• Government/Agri Officers → Monitor crop availability, pricing, and farmer welfare.

• Cooperatives → Act as intermediaries ensuring bulk procurement and distribution.

Business Process Mapping

Flow of how the system works:

1. Farmer registers with details (crops, yield, certifications).

2. Buyer posts crop requirement/order.

3. System matches buyer requirements with farmer availability.

    o If Match Found → order created and logistics assigned.

    o If No Match → requirement saved and notified to nearest farmer groups.

4. Logistics provider updates shipment and delivery in Salesforce.

5. Farmer receives payment and system tracks income growth.

6. Government/Managers view dashboards for transparency and reporting.

Industry-Specific Use Case Analysis

In the agriculture industry:

• Farmers struggle to access markets directly and face losses due to middlemen.

• Buyers lack a transparent system to verify product quality and source.

• Logistics delays affect crop freshness and timely delivery.

• Lack of centralized system for crop pricing, availability, and demand data.

• Governments aim for digital platforms to support farmer welfare and agri-trade.

So, we need to:

• Provide farmers with direct buyer access using Salesforce CRM.

• Track crop availability, demand, and delivery in real-time.

• Enable dashboards for income growth, demand trends, and supply gaps.

• Build transparency with verified certifications and fair pricing models.

AppExchange Exploration

Look for Agriculture & Supply Chain apps:

• "AgriCRM" and "Farm Management" apps exist but are broad.

• "Supply Chain & Logistics" add-ons provide transport tracking but not farmer focus.

We'll build a simpler custom solution focused on **farmer-to-market connectivity**, logistics tracking, and transparent pricing, to effectively learn Salesforce Admin + Developer concepts