**POV statement:**

Smallholder farmers in Jordan need to increase sales of agricultural products because they are restricted by conditions and cannot compete with large suppliers and wholesalers.

**Questions:**

How might we:

* solve sales channel problems?
* improve farmers' planting skills/teaching them the best practice?
* ensure that the entire food supply chain meets safety standards?
* solve transportation problems when purchasing agricultural products?
* solve storage problems when purchasing agricultural products?
* track the entire production process of agricultural products?
* ensure that farmers can find qualified partners when buying agricultural materials and selling agricultural products / prevent fraud?
* make everyone can be helped?
* let the purchaser recognize these qualified products and expand procurement?
* ensure compliance with regulations during the production process (such as the use of pesticides)?
* let farmers know the better purchase price so that they can sell agricultural products in time?

**Basic literature review notes:**

<https://innovation.wfp.org/project/decapolis>

Background:

* Smallholder farmers have limited capacity and resources to produce and sell healthy harvests.
* Fundamental challenges severely restrict food production.
* Smallholder farmers lack knowledge of best practices and product quality standards.
* Smallholders cannot compete with large suppliers and wholesalers.
* Structural deficiencies restrict smallholders’ access to the market.

Current solution:

* Decapolis: a blockchain-based platform to track food throughout the supply chain from farm to retail store to trace food quality and safety.
* Trains smallholder farmers in agricultural best practice for optimal crop quality production.
* Can be used to register and prove that their products comply with food safety standards.

<https://www.frontiersin.org/articles/10.3389/fbloc.2020.00007/full>

* Benefits
  + The blockchain technology allows peer-to-peer transactions to take place transparently and without the need for an intermediary like a bank or a middleman in the agriculture sector. Therefore, it helps restore trust between producers and consumers, thereby reducing transaction costs in the agricultural market.
  + Blockchain technology provides a reliable way to track transactions between anonymous participants, so fraud and failure can be quickly detected, helping to solve the challenge of tracking products in a wide range of supply chains.
  + The blockchain technology provides transparency among all involved parties and facilitates the collection of reliable data.

**Relevant Design Thinking Tools**

**Stakeholder map:**

<https://www.processon.com/diagraming/6139b809e401fd1fb6b649a3>

只提高产量但是不管售卖是没意义的。

物流、仓储及销售