



CAMBODIA

Improving Traceability Through Mobile App Technology and QR Code



Relevance

Bronx Technology Co., Ltd in association with the Agrinovation Co., Ltd through the Chamka App has identified the information asymmetry, where there is lack of consumers' trust in product safety and quality of agricultural produces. This is considered as one of the challenges in agricultural value chains. Therefore, Chamka proposed the innovative idea to improve traceability by introducing QR codes and mobile app technologies.

Objectives

- Mobile application for credible traceability system compatible with smartphone is developed in English and Khmer languages.
- A functional mobile application for farmers to register their profiles and to generate QR code is developed.
- Useful features for administration purposes with data analysis and reporting structure are developed.
- Easy monitoring to track food standard certification application and submission process (GAP standards) is provided.
- User manual in Khmer language is available.

Project Overview

Partner
Bronx Technology Co., Ltd
in association with Agrinovation Co., Ltd

Duration
November 2021
to May 2023

Total Volume
36,200 EUR





The Project at a Glance

The QR code application can help mitigate information asymmetry challenges among farmers, sellers, and consumers. It will improve the traceability quality in the agricultural value chain. Farmers will be able to monitor their cultivation process to grow safe and healthy vegetables and fruits. With improved product quality, they will have better chance to receive high prices and increase their income. Consumers can scan QR codes to obtain information on products' production, allowing better access to safe vegetables and fruits, improving family health and well-being. With the aid of technology, farmers can improve their farming methods, shifting the unsafe practices use of low standard chemical input to a more natural product with higher quality. Farmers will be encouraged to apply organic methods as good and sustainable agriculture practices. In the long run, the usage of the app technology will contribute to the reduction of negative impacts on the environment due to unsafe and unsustainable agricultural



Through the partnership with the GIZ implemented Agrinnovation Fund in ASEAN, the project is providing QR code printers and sticker rolls, an UI/UX designer for the mobile app for GAP and QR code, and value chain and marketing expert. Whilst, the company provides the app upgrading, server, storage, bandwidth, training to commune extension workers, GAP promotion, virtual extension advises, and technical personnel.



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