

Vision:

The **buying power** of our clients **can create positive change** in the livelihoods of people and improve the environmental circumstances on our planet; they just need to know **where and how they can make a change**

Data you can **trust, report** and **act** on



MIGROS

brandloyalty
Redefining Relationships

JUMBO
supermarkten

 **Ahold**

coop



Detailresult Groep



 **BAKKER**
Barendrecht, Holland

METRO



 **Intersnack**

maxeda
DIY Group

makro



praxis

DATA YOU CAN TRUST

The Services of SIM

THE TOOL

- Supplier & farmer management
- Products & ingredients
- Traceability from and to primary source



THE TEAM

- Database management
- Collects, validates and stores your data
- Clearinghouse in SIM's tool or your own



THE ADVICE

- Sustainability reporting (GRI G4)
- Best practices sustainability & industry standards
- CSR strategy into goals



THE REPORTING (KPIs)

- Tailored dashboards
- Extended real time Reporting
- Data connector



• DATA YOU CAN TRUST

Data Quality is Essential

Garbage in,



Out ...

A software tool is just a means to an end;
Data needs to be: accurate, timely, and complete

Therefore SIM offers a team that:

- ➔ **Collects, analyses** and **validates** data ➔ **Certified Data Assurance**
- ➔ **Transforms data** into information ➔ **Business Intelligence**



A Certified Partner



[ISO 27001](#): certified on a systematic and secure approach to managing sensitive company information



[ISAE3402](#) and SSAE16: certified on adequate and secure data processes and internal controls as a service organization

• DATA YOU CAN TRUST

Software solutions:

- Based on required evidence – what evidence on location or product level is necessary to mitigate the risk?
- Risk areas: food safety, social compliance, animal welfare, environmental conditions, etc.
- Flexible and dynamic risk ranking
- Processes based on workflows
- Communication platform suppliers and farmers



Tailor-made dashboards to make informed decisions



Supply Chain Geo Dashboard (Dummy)

Filters:

Tier

- First Tier
- Other Tier

Supplier group

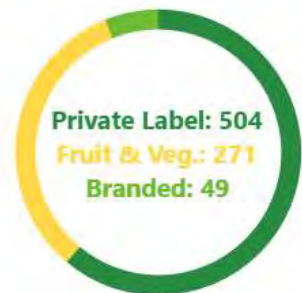
- Private Label
- Branded
- Fruit & Vegetables

Supplier Type

(All) ▾

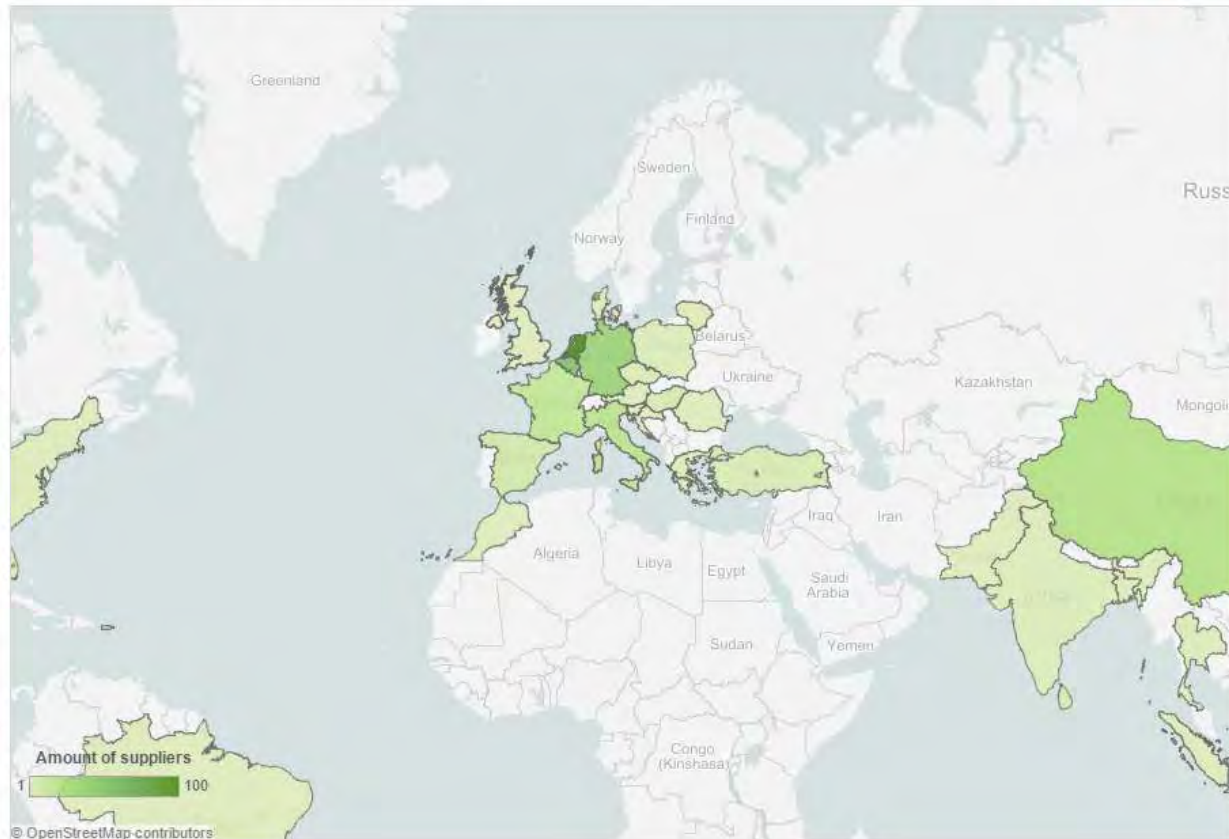
Product Category

(All) ▾



Supplier Group

- Private Label
- Fruit & Vegetables
- Branded



DATA YOU CAN TRUST

Supplier and certificate monitoring



Filters:

Tier:

- False
- True

Supplier Type:

(Multiple values)

Supplier:

Branche:

(All)

Sort on:

Product Group

Geschiedenis verlopen Certificaten

1 januari 2007 20 juni 2020



certified	Compliant	746
	Improvement Needed	55
	Non-Compliant	3
	<2 Maanden Verlopen	253
	No Result	11
uncertified	Not Applicable	61
	No Result	158
	Verlopen	341

Certificaten

SupplierName	CertificateName	Status
	BRC Food	Verlopen
	IFS Food	<2 Maanden verlopen
	IFS Food Report	<2 Maanden verlopen
	ETI / SMETA	Verlopen
	ETI / SMETA CAP	Non-Conformities / Non-Compliant
	GlobalGAP - Fruit and Vegetables ...	Verlopen
	BRC Food	Rank A
	IFS Food	Higher Level

- Verlopen
- <2 Maanden verlopen
- Higher Level
- Non-Conformities / No..
- Rank A

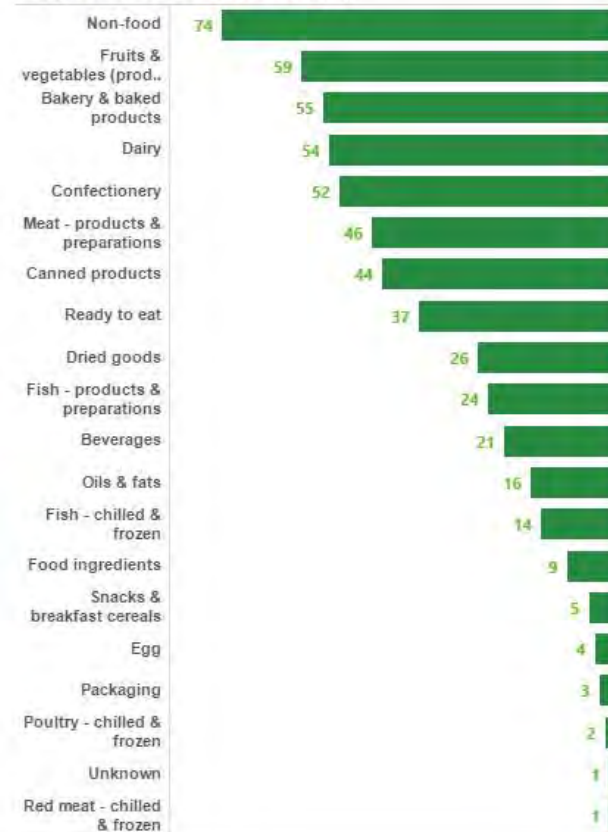
DATA YOU CAN TRUST

Real time risk management

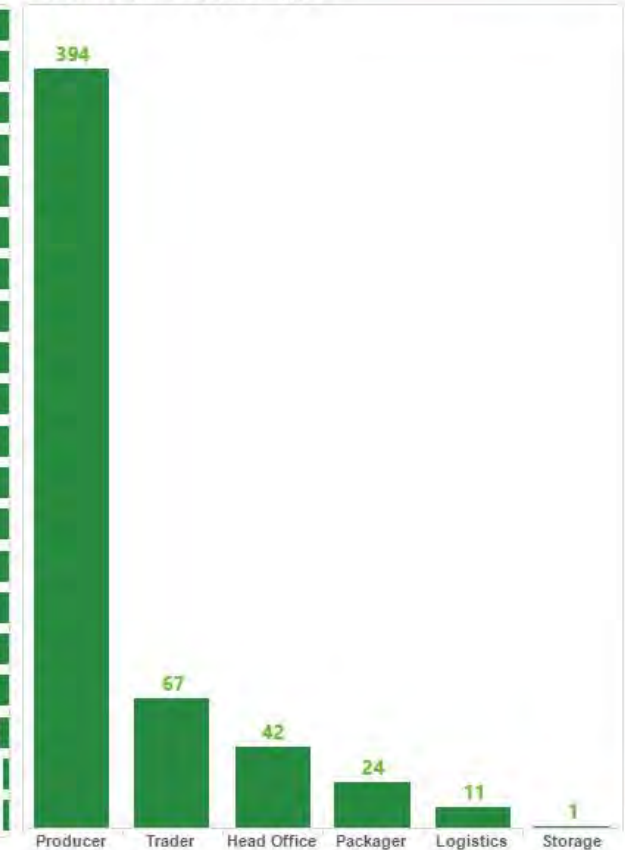
Performance on Risk Areas (Dummy)



Suppliers per Product Category



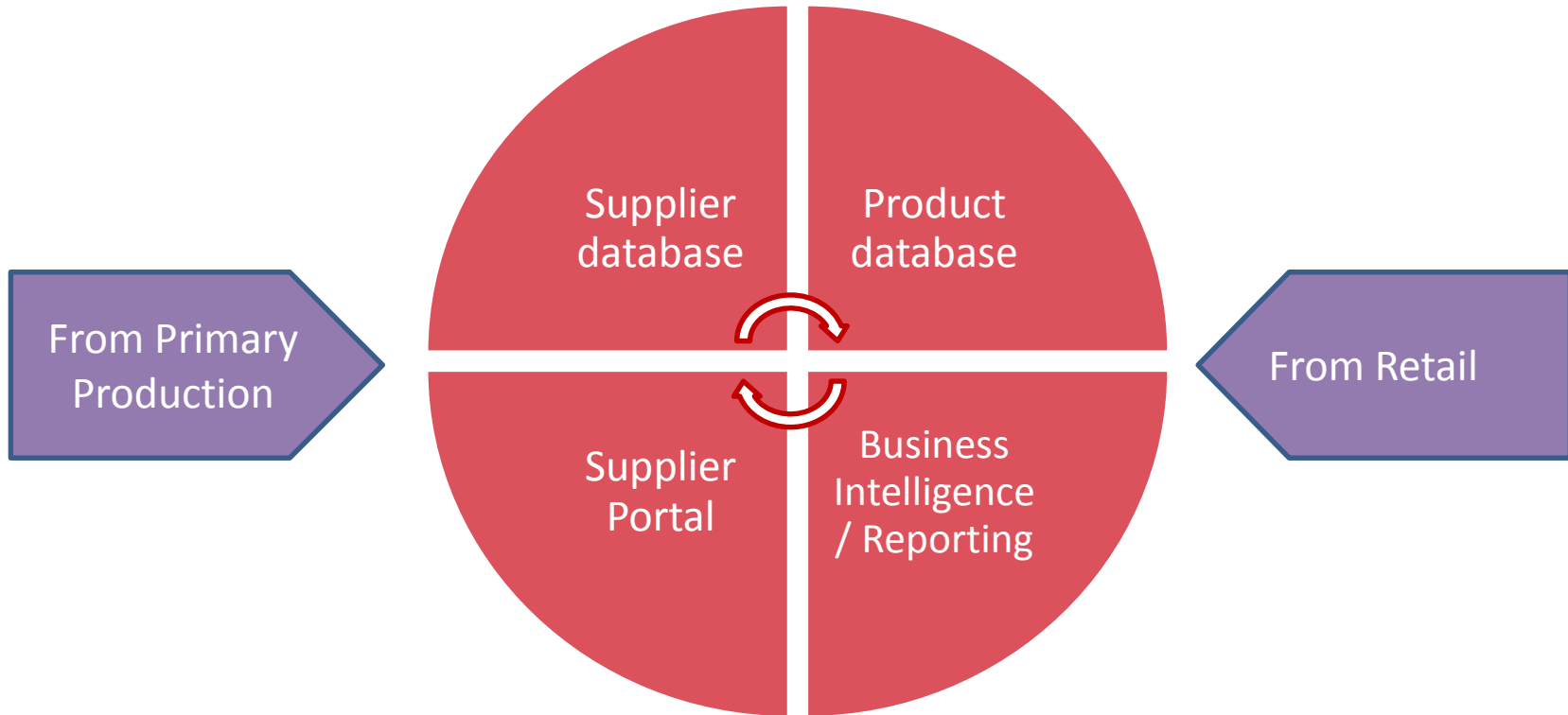
Suppliers per Supplier Type



Buyer dashboards



Farm to Fork



Traceability Modules to Enable Story Telling



Responsible products

Improving social compliance

Our progress on our targets

Albert Heijn Foundation

Sound compliance



Responsible products

Ambition: Source our products – including their packaging – with respect for people, animals and the environment

Target/commitment	Progress	Status
Commit that 93% of our own-brand food suppliers are certified against ESI's recognized standards by 2012	Europe: 93% suppliers certified U.S.: 81% sales certified	🟢
Source that 100% of our own-brand suppliers in high-risk countries are certified or scored compliance by 2012	Europe: 66% suppliers audited U.S.: 36% suppliers audited	🟡
Source 100% of the six global commodities for certified products (i.e. cocoa beans, coffee, cotton, hazelnut, soy, and wheat) by 2015	Coffee: 79% Tea: 85% Cocoa: 35% Palm oil: 100% certified Soy: 0% Wheat: 25%	🟡
Help the environmental footprint of 50% of our own-brand suppliers and their supply chains by 2015	Our business made an analysis of its own brand's footprint to identify potential risks	🟡
Report on the number of products covered against a 48 packaging guidelines	582 products covered	🟢



Four **Traceability types** are supported:

1. Segregation: Identity preservation
2. Segregation: Bulk Commodity
3. (Area) Mass Balance
4. Book and Claim

DATA YOU CAN TRUST

- Location/Farmer
- Soil Management
- Water & Irrigation
- Crop planting and sowing
- Crop nutrition
- Crop protection
- Harvest
- Quality checks
- Reporting
- Admin
- GMO

GMO alert overview

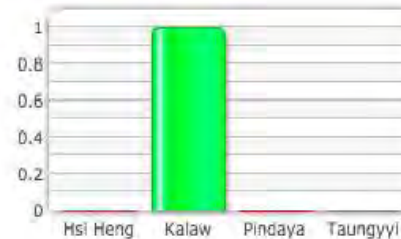
Farmer	Plot	Crop	Season
Test Farmer	P123 (30.5 Acres)	Charantais (Citrullus - Cucurbitaceae)	2017D
Test Farmer	P123 (30.5 Acres)	Charantais (Citrullus - Cucurbitaceae)	2016W
Test Farmer	P123 (30.5 Acres)	Charantais (Citrullus - Cucurbitaceae)	2016W

3 items **1** 5

KPI Overview

KPI	Value
# Farmer assesments	0
# UICs	0
Total acres	30.5
Total no of farmers	1

Farmers per cluster



Crop protection awaiting review

There is no list information available to display.

Crop nutrition awaiting review

There is no list information available to display.

Farmer & smallholder monitoring



Farmer selection **SIM**

- Location/Farmer
- Identification
- Social Economics**
- Persons
- Fields
- Plots
- Rows
- Soil Management
- Water & Irrigation
- Crop planting and sowing
- Crop nutrition
- Crop protection
- Harvest
- Quality checks
- Reporting

Add Farmer assessment

Cancel Save

Date of assessment (dd-mm-yyyy) *

Assessor *

Name of farmer

Gender Male Female

Date of birth (dd-mm-yyyy)

NRC number

Is the farmer the head of household? Yes No

Address of farmer

Contact detail (phone, email)

Household income (last 5 years) (Kyat)

Number of family members in household

Level of education of farmer

Land ownership Leased Other (specify) Own (ownership certificate, F7 present)

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Social economic data input



Farmer selection ▾ **SIM**

Location/Farmer

- Identification
- Social Economics**
- Persons
- Fields
- Plots
- Rows
- Soil Management
- Water & Irrigation
- Crop planting and sowing
- Crop nutrition
- Crop protection
- Harvest
- Quality checks
- Reporting

Add Farmer assessment

✕ 📄 ...
 Cancel Save

Name **Date of birth** 📅 **Gender** Male Female **Occupation** **Education level** **Language spr**

Crop history, yields, profits,market + Add Crop

Season	Name of the crop	Variety	Irrigated	Yield (MT/ acre)	(MT / acre)	Profit	Reason for low yield or loss	Destination
<input type="text"/>	<input type="text"/> *	<input type="text"/>	<input type="radio"/> Yes <input type="radio"/> No	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/> Market <input type="radio"/> Own consum

Where do you get information on prices of crops?

Source	Relevancy
Govt agency	<input type="radio"/> Critical <input type="radio"/> Useful <input type="radio"/> Not essential *
SMS	<input type="radio"/> Critical <input type="radio"/> Useful <input type="radio"/> Not essential *
Radio/TV	<input type="radio"/> Critical <input type="radio"/> Useful <input type="radio"/> Not essential *
Internet	<input type="radio"/> Critical <input type="radio"/> Useful <input type="radio"/> Not essential *
Neighbors/friends/relatives	<input type="radio"/> Critical <input type="radio"/> Useful <input type="radio"/> Not essential *
Other? (specify)	<input type="radio"/> Critical <input type="radio"/> Useful <input type="radio"/> Not essential *

How do you fund your farm operations?

Type	2015 (%)	2014 (%)	2013 (%)
Own funding (savings)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Formal bank loan	<input type="text"/>	<input type="text"/>	<input type="text"/>



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Soil management



PRIME Farmer selection ▾ **Test Farmer**

Location/Farmer

Soil Management

Water & Irrigation

Crop planting and sowing

Crop nutrition

Crop protection

Harvest

Quality checks

Reporting

Admin

GMO

Add Soil

Cancel Save



Farmer name

Plot UIC

Soil characteristics

Critical substances Arsenic Lead

Soil Type Clay Sandy Sandy Loam

Upload soil analysis  

Land preparation

Land clearing


Subsoiling

Land levelling

Choose file to upload

https://primeagri.simsupplychain.com/overall/info_popup_selecteeruploadfile.asp?Formname=docum...

Choose file to upload

File 

* Please make sure the file name only contains alphanumeric characters.



Water and irrigation



Farmer selection ▾ **Test Farmer**

- Location/Farmer
- Soil Management
- Water & Irrigation**
- Crop planting and sowing
- Crop nutrition
- Crop protection
- Harvest
- Quality checks
- Reporting
- Admin
- GMO

Add Water & Irrigation

✕ 📄 ...

Cancel Save

Farmer name

Plot UIC

Name

Water source

Type

- Subsurface – manmade
- Subsurface – natural
- Surface – manmade
- Surface – natural

Critical substances

- Arsenic
- Lead

pH - Level ,

EC Level ,

Water balance

- No
- Yes

Downstream usage

- Agriculture
- Domestic
- Industry

Irrigation system

Water conveyance Canal



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Crop planting



Farmer selection ▾ **Test Farmer**



- Location/Farmer
- Soil Management
- Water & Irrigation
- Crop planting and sowing**
- Crop nutrition
- Crop protection
- Harvest
- Quality checks
- Reporting
- Admin
- GMO

Crop details

Back to list Edit Delete previous next

Crop Status history (New)

Anoeska van den Born
23-09-2016 08:51 No comments

Plot	P123 (30.5 Acres)
Farmer name	i Test Farmer
Plot UIC	
Crop UIC	
Season	2016W
Sowing/planting start date	
Sowing/planting end date	
Method	
Crop family	Charantais (Citrullus - Cucurbitaceae)
Type	Seed multiplication
Variety	
Origin	
Certified	
Seed supplier	
GMO	Yes
Seedbeds	
Plant density	- (No. plants per acre)
Seed treatment	





Farmer selection ▾ **Test Farmer**

Location/Farmer

Soil Management

Water & Irrigation

Crop planting and sowing

Crop nutrition

Crop protection

Harvest

Quality checks

Reporting

Admin

GMO

Add Crop nutrition

✕ 📄 ...
Cancel Save

Farmer name	<input type="text"/>
Season	<input type="text"/>
Plot UIC	<input type="text"/>
Crop UIC	<input type="text"/>
Date	08-11-2016 📅 (dd-mm-yyyy) *
Product	<input type="text"/> *
Area	<input type="text"/> * 🗺️
Unit of measurement	<input type="text"/>
Units used per acre	<input type="text"/> , <input type="text"/> *
Total units used ⓘ	<input type="text"/> , <input type="text"/> *
Reason	<input type="radio"/> Capital <input type="radio"/> Corrective <input type="radio"/> Crop removal *
Method of application	<input type="text"/>
Equipment	<input type="text"/>
Farmer or Operator?	<input type="radio"/> Farmer <input type="radio"/> Operator
Recommended by approved agronomist?	<input type="radio"/> Yes <input type="radio"/> No *

Harvest monitoring



Farmer selection ▾ **Test Farmer**

- Location/Farmer
- Soil Management
- Water & Irrigation
- Crop planting and sowing
- Crop nutrition
- Crop protection
- Harvest**
- Quality checks
- Reporting
- Admin
- GMO

Add Harvest

✕ 📄 ...
Cancel Save

Farmer name

Season

Plot UIC

Crop UIC

Date 📅 (dd-mm-yyyy) *

Area *

Method

Hours used ,

Gross yield per acre , *

Net yield per acre , *

Unit *

Acres harvested ,

Labour

Temporary labour Yes No

Number of labourers

Number of labour days used

Labour rate per day ,

Grade

DATA YOU CAN TRUST

Seed management



PRIME Farmer selection ▾ **Test Farmer**

Add Seed batch

✕ 📄 ...
Cancel Save

Origin *

Seed Batch No. *

Amount received , *

Unit *

Certified Yes No *

Certificate documentation 📄 *

GMO Yes No

Date of harvest 📅 (dd-mm-yyyy) *

Date of landing 📅 (dd-mm-yyyy) *

Store Location 📍 *

Location/Farmer
Soil Management
Water & Irrigation
Crop planting and sowing
Crop nutrition
Crop protection
Harvest
Quality checks
Reporting
Admin
Seed bank management
Fertilisers
Pesticides
Weather data
GMO

• **DATA YOU CAN TRUST**

Business Intelligence: GIS

Plot data Farmer data

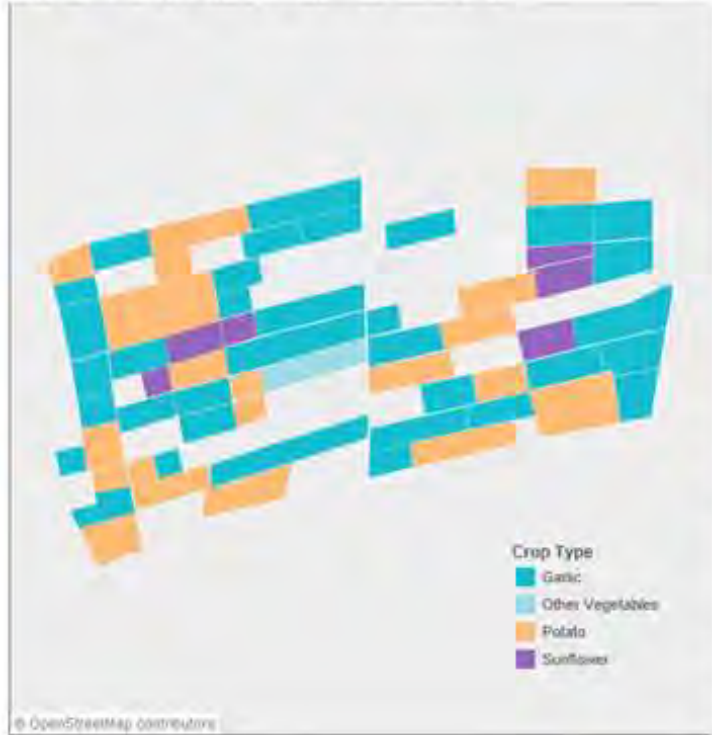


Select Project: Thanday Project | Select Village Tract: (All) | Select Season: 2015 Winter | Select Watersource: (All) | Select Irrigation sort: Flood | Crop Type: (All)

Number of plots: 121
Number of farmers: 71
Total area (acre): 366,2



Map of Thanday Project > All (click to highlight)




Farmer info of Thanday

Name farmer	UIC	Irrigation sort	Watersource	MotORIZED	Area (acre)
Aung Myint	MMR014001015-Aye Maung-F01-P01	Flood		Owned	0,82
Aung Myint	MMR014001015-Aye Maung-F01-P04	Flood		Owned	2,88
Aye Myint	MMR014001015-Ba Htoo-F01-P01	Flood		Owned	4,09
Aye Myint	MMR014001015-Chai Aung-F01-P01	Flood		Owned	3,22
Chit Oo	MMR014001015-Chit Oo-F01-P01	Flood		Leased	1,72
Chit Oo	MMR014001015-Chit Oo-F01-P02	Flood		Leased	1,22
Hai Lett Cho	MMR014001015-Hai Lett Cho-F01-P01	Flood		Leased	1,45
Hla Shwe	MMR014001015-Hla Shwe-F01-P01	Flood		Owned	4,63
Hla Shwe	MMR014001015-Hla Shwe-F01-P02	Flood		Owned	2,71
Hla Shwe	MMR014001015-Hla Shwe-F01-P03	Flood		Owned	2,63
Htay	MMR014001015-Htay-F01-P01	Flood		Owned	1,57
Htobe	MMR014001015-Htobe-F01-P01	Flood		Yes	3,17
Kan Baw	MMR014001015-Kan Baw-F01-P01	Flood		Owned	4,83
Kan Gyi	MMR014001015-Kan Gyi-F01-P01	Flood		Owned	0,61
Kan Myint	MMR014001015-Kan Myint-F01-P01	Flood		Owned	2,09
Kan Myint	MMR014001015-Kan Myint-F01-P02	Flood		Owned	1,91
Ko Thar Aung	MMR014001015-Ko Thar Aung-F01-P01	Flood		Owned	1,04
Ko Thar Aung	MMR014001015-Ko Thar Aung-F01-P02	Flood		Owned	0,94
Kuhn Kyaw Htwe	MMR014001015-Kuhn Kyaw Htwe-F01-P01	Sprinkler		Owned	5,24
Kyaw Moe	MMR014001015-Kyaw Moe-F01-P01	Flood		Leased	1,43
Kyaw Thein	MMR014001015-Kyaw Thein-F01-P01	Flood		Unknown	2,43
Kyaw Thein	MMR014001015-Kyaw Thein-F01-P02	Flood		Unknown	1,69

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Social-Economic data dashboards





Project: Thanday Project

Village Tract: (All)


Select Filter Type: Land ownership

Select Type Value: (All)

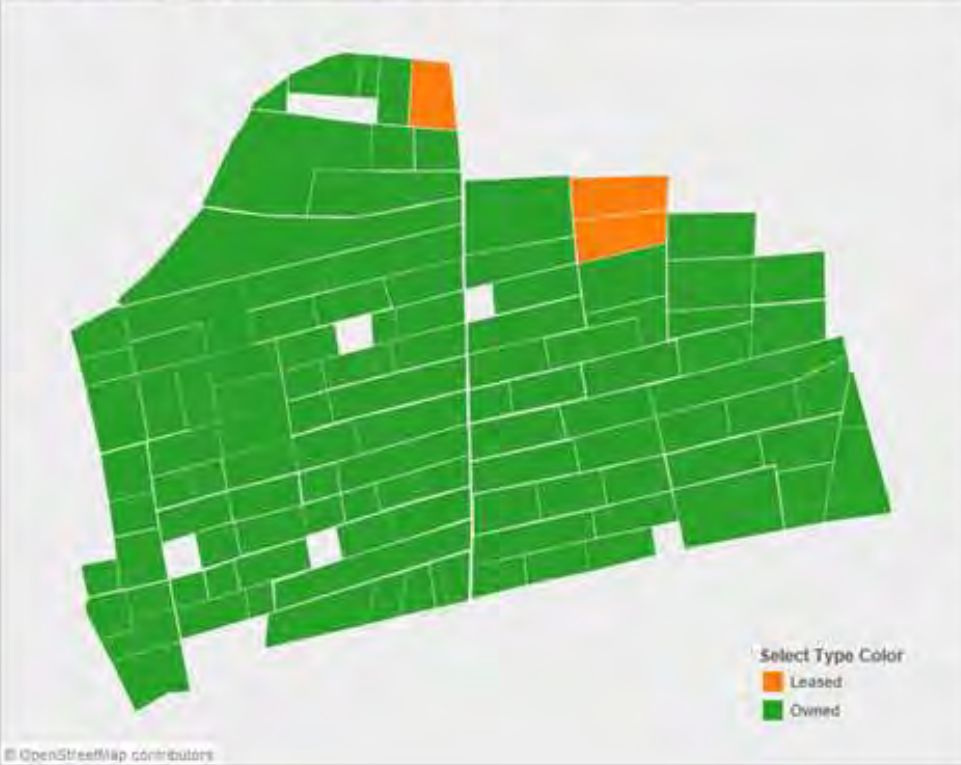
Number of plots: **121**

Number of farmers: **71**

Total area (acre): **366,2**



Map of Thanday Project > All (click to highlight)



Social-economic information of Thanday Project > All (click to highlight)

Name farmer	Gender	Land owners..	UIC
	Female	Owned	MMR014001015-Aung Htoo-F01-P01
	Male	Owned	MMR014001015-Aung Phoo-F01-P01
	Male	Owned	MMR014001015-Aye Maung-F01-P01
			MMR014001015-Aye Maung-F01-P02
			MMR014001015-Aye Maung-F01-P03
			MMR014001015-Aye Maung-F01-P04
	Male	Owned	MMR014001015-Ba Htoo-F01-P01
	Male	Owned	MMR014001015-Chai Aung-F01-P01
	Male	Owned	MMR014001015-Chit Oo-F01-P01
			MMR014001015-Chit Oo-F01-P02
	Female	Owned	MMR014001015-Hai Latt Cho-F01-P01
	Male	Owned	MMR014001015-Hla Shwe-F01-P01
			MMR014001015-Hla Shwe-F01-P02
			MMR014001015-Hla Shwe-F01-P03
	Male	Owned	MMR014001015-Htay-F01-P01
	Male	Owned	MMR014001015-Htobe-F01-P01
	Male	Owned	MMR014001015-Kan Baw-F01-P01
	Male	Owned	MMR014001015-Kan Gyi-F01-P01
	Male	Owned	MMR014001015-Kan Myint-F01-P01
			MMR014001015-Kan Myint-F01-P02
	Male	Owned	MMR014001015-Ko Thar Aung-F01-P01
			MMR014001015-Ko Thar Aung-F01-P02
	Male	Owned	MMR014001015-Kuhn Kyaw Htwe-F01-P01
	Male	Owned	MMR014001015-Kyaw Moe-F01-P01
	Male	Owned	MMR014001015-Kyaw Thein-F01-P01
			MMR014001015-Kyaw Thein-F01-P02

DATA YOU CAN TRUST

PRIME

Project:
 Village Type:
 Select Filter Type:
 Select Time Zone:

Number of plots: 1
 Number of farmers: 1
 Total area (acres): 2.95



Map of All > All (click to highlight)



Social-economic information of All > All (click to highlight)

Plot Name	Gender	Land (acres)	ID
...
...	Male
...	Female
...
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female
...	Female

DATA YOU CAN TRUST

Percentage of malnourished children under 3 years



Filters:

State

- (All)
- Ayeyarwady
- Bago East
- Bago West
- Chin
- Kachin
- Kayah
- Kayin
- Magway
- Mandalay
- Mon
- Naypyitaw Council
- Rakhine
- Sagaing
- Shan (East)
- Shan (North)
- Shan (South)
- Tanintharyi
- Yangon

District

(All) ▾

Township

(All) ▾

% of children

