

WHAT ARE YOU LOOKING FOR IN AN EARLY-STAGE INNOVATOR, AND WHAT DIFFERENCE CAN THEY MAKE TO YOUR SUPPLY CHAIN?



Natalie Smith, Head of Agriculture, TESCO
The overarching ambition of the Agri T-Jam is to make a positive difference to our supply chains, and to help improve overall efficiencies and focus on supporting a sustainable future for our suppliers and farmers. The Agri T-Jam is the perfect way to showcase some of the newest and most exciting

technology from a broad range of tech companies, and allows these businesses to pitch their ideas to farmers, suppliers and Tesco colleagues. The winner will get the chance to trial their technology with some of our suppliers, and help to provide our customers with affordable, healthy, sustainable food.

WHAT IS DRIVING THIS APPROACH? ARE RETAILERS DEVELOPING THEIR REACH ONTO THE FIELD AND FOOD PRODUCTION PRACTICES?

At Tesco we want to make a positive difference, whether at a farm level or within our stores. By seeking new, innovative and disruptive technology we will work towards our commitments of making our business more sustainable for the future.

Recently we announced our long term partnership with WWF. We are hoping new technology that comes out of the Agri T-Jam will address some of our shared objectives such as lowering our carbon footprint and reducing food waste.

WHY WAS IMPACTVISION CHOSEN AS THE WINNER LAST YEAR?

ImpactVision is a machine learning company, applying hyperspectral imaging technology to food supply chains to deliver consistent food quality, generate premium products and reduce supply chain waste. It was chosen as last year's winner for a number of reasons, including the innovative nature of its technology, its adaptability across a number of different supply chains, and the passion that Abi Ramanan (its CEO) had for the

technology. The ability for ImpactVision's technology to help reduce overall product waste was of particular interest, given Tesco's increased focus on waste reduction. The information generated from its technology allows stakeholders across food supply chains to assess product quality in real-time, making decisions that help to achieve superior product consistency, deliver premium quality and prevent supply chain waste.

ARE YOU STILL IN TOUCH WITH ANY OF THE OTHER 9 FINALISTS?

The Agri T-Jam has built a network of innovative technology firms. We have kept in touch with a few of the finalists, and a number of our suppliers have also made enquiries – exactly the outcome that we intended to achieve.

CASE STUDY: 2018 WINNER



Abi Ramanan, CEO, IMPACTVISION

TECHNOLOGY OVERVIEW:

ImpactVision enables food companies to make real-time decisions about food quality.

Our hyperspectral imaging and machine learning software understands the properties of food products rapidly and non-invasively, informing sorting, packing and distribution choices that maximise quality, yield and profitability. We can predict the ripeness of avocados or tenderness of beef, confirm that fish from a supplier is fresh, or detect contaminants like plastics during processing.



WHAT'S HAPPENED SINCE YOUR WIN LAST OCTOBER?

We've spent the time thoroughly learning about Tesco's different product categories, such as seafood and produce, to identify where the biggest needs are for our technology. We've spent quality time with the Tesco senior food team including Tesco's Head of Produce, and through visits to Tesco HQ and supplier sites we have gained invaluable insights into its supply chain and partners as well as fundamental business objectives.

DEADLINE TO ENTER: AUGUST 7, 2019

www.worldagritechinnovation.com/tesco-agri-t-jam

CASE STUDY VIDEO:

Filmed by Tesco for its internal partner and supplier network:



PROJECT UPDATES:

www.impactvi.com/impactvision-and-tesco-an-update-on-our-partnership/

"At Branston, as a Tesco potato product partner we take pride in innovating to enhance our product offering. The fantastic Tesco Agri T-Jam initiative provided access to an excellent line-up of emerging technologies and start-ups that could help us to solve specific problems that exist in our supply chain. We have been working with ImpactVision, the winner of Tesco Agri T Jam, with a view to see how its technology can help us in potato supply chain. We have trials planned for 2019 harvested potato crops."

Vidyanath Gururajan,
Innovations Director, **BRANSTON LTD**

WHAT'S DIFFERENT ABOUT TESCO AGRIT-JAM THIS YEAR?

The 2019 Tesco Agri T-Jam and World Agri-Tech Pitch Day will be hosted at Tesco's Heart building at the centre of its campus in Welwyn Garden City, just north of London. Heart is a hub of creativity and provides a space for Tesco's product development teams to innovate and test out new ideas. Holding the event there will allow even more Tesco colleagues, suppliers and industry stakeholders to attend.

All finalist start-ups will receive complimentary guests passes to the **World Agri-Tech Innovation Summit, October 15-16** in London, where the winner will also present to the full summit audience of 500+ global agri-food business leaders and investors.

WORLD AGRIT-TECH
INNOVATION SUMMIT
London, October 15-16, 2019

**DEADLINE TO ENTER:
AUGUST 7, 2019**

Agri-tech start-ups from around the world are invited to apply now:
www.worldagritechinnovation.com/tesco-agri-t-jam

A key target outcome now is to run a successful pilot with a supplier, and then grow from there.

Initially Tesco introduced us to one of their seafood suppliers, with whom we had multiple conference calls to discuss how our tool could apply within their quality control process, specifically, for identifying additional water-holding capacity. That particular pilot didn't go ahead as the commercial value wasn't significant enough, but we learned a huge amount about their supply chain processes, which was invaluable.

We have been in discussions for a few months now with Branston – the Lincolnshire-based supplier who provide a significant percentage of Tesco's potatoes. Branston's Director of Innovation, Vidyanath Gururajan, was one of the judges at the Tesco Agri T-Jam and he was especially interested in our technology.

HOW HAS THIS EXPOSURE TO TESCO'S SUPPLY CHAIN CHANGED YOUR BUSINESS?

The exposure to Tesco's sheer volume of suppliers and scale of its supply chain has been fascinating to learn how our solution could operate at scale. The opportunity to also learn about multiple product categories has been great. We haven't developed new applications (yet!) as we are busy commercialising our foreign object detection system, but the visibility through Tesco has given us a big boost. We were speaking

WITH SO MANY DIFFERENT PITCHING OPPORTUNITIES FOR START-UPS, HOW DO YOU CHOOSE WHICH TO APPLY FOR?

We don't apply for generalist tech events, only agri-food related pitch days and accelerator programmes that can connect us with potential customers, strategic partners and networks we want to grow with and learn from. Building relationships within the food industry is critical as a technology solution provider, so we focus the majority of our efforts on trade shows and industry events.

WHAT'S YOUR ADVICE TO START-UPS APPLYING THIS YEAR?

Tailor your application specifically to Tesco and its supply chain. Do your research, look through the annual report with key insights to see where you can align benefits and outcomes. Tesco has made a huge commitment to halve food waste by 2030, and all

WHAT'S NEXT FOR IMPACT VISION? WILL WE SEE YOU IN OCTOBER?

We are currently building out our avocado dry matter application which is the next big project we'll be launching in the next year. And I certainly hope to be at World Agri-Tech again in October, we're excited to see who wins this opportunity the second time round!



We plan to pilot our technology for the assessment and prediction of the dry matter content of potatoes using hyperspectral images, and have completed a site visit to Branston's facility to understand where our solution could be integrated.

ImpactVision's technology offers value to Branston by allowing them to non-invasively qualify dry matter content in their potatoes in real-time, rather than using a crude bulk measurement. It can provide a highly discrete, specific analysis so Branston can segment its product more effectively by quality, developing different ranges and meeting precise quality specifications for each one.

independently to one of Tesco's suppliers before the Agri T-Jam, so gaining the official endorsement from Tesco's Agri team has really helped us to have more access to data and insights. Even small improvements in distribution and shelf-life can have an enormous impact on reducing waste and costs when you multiply by the kind of volumes Tesco and its suppliers work with.

The Tesco Agri T-Jam and World Agri-Tech Pitch Day was an easy no-brainer for us! We're developing products that could immediately be applied to Tesco's agri-food supply chain, offering value across multiple categories and volumes. And of course, the legitimacy offered by a potential connection with the Tesco brand and World Agri-Tech was highly desirable.

its suppliers are very familiar with that goal. So whether it's reducing food waste or plastics or other environmental impacts, linking your solution and outcomes to one of Tesco's specific sustainability goals would be a wise move.