

3.1 Activities

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The following activities are based on the assumption that a Supply Chain system is implemented using a DIDO. The other assumption is that the Supply Chain records belong to the participant in the Supply Chain and not an outside Value Chain participant. Although each participant, controls and is ultimately responsible for their records, it does not mean that the information can't be federated to all the participants in the Supply Chain.

It is only a simplified list of the steps involved in providing fresh, high quality strawberries from the field to the table so to speak.

1. Sal joins a Fresh Fruit Supply Chain Cooperative DIDO
2. Sal records information about the field to the DIDO (i.e., location, soil type, crop history, etc
3. Sal records current growing season materials and supplies (i.e., kind of crop, seed source, fertilizers, water source, etc.).
4. Sal records current growing season activities (i.e., plowing time, plating time, cultivating time, watering details such as time of watering, duration, liters applied, source of water, etc) and harvesting.
5. Sal records the pickers, the amount of time they work and the Kilograms they picked.
6. Sal hires a trucking service to take the produce from the fields and the processing and packaging center and receives a receipt for his produce
7. The Processing Center washes, grades and packages the strawberries, packages the strawberries into packages, boxes the packages into boxes, inventories the boxes and stores them into cold storage
8. The Processing Center sells the strawberries to a Distribution Center
9. The Processing Center loads the strawberries onto to a refrigerated truck for cartage to the Distribution Center
10. The Distribution Center unloads the trucks and stores the strawberries into a cold storage facility.
11. The Distribution Center receives orders for Fruit from retailers
12. The Distribution Center fulfills the order from fruit (including the strawberries) and places all the fruit onto a pallet
13. The Distribution Center places the pallets into a delivery vehicle and delivers them to the retail outlet
14. The Retail outlet can be:
 1. A Store or Fruit Stand
 2. A restaurant
 3. A food processing plant (i.e., an Ice cream manufacturer
15. The consumer obtains the strawberries or a product with strawberries in it

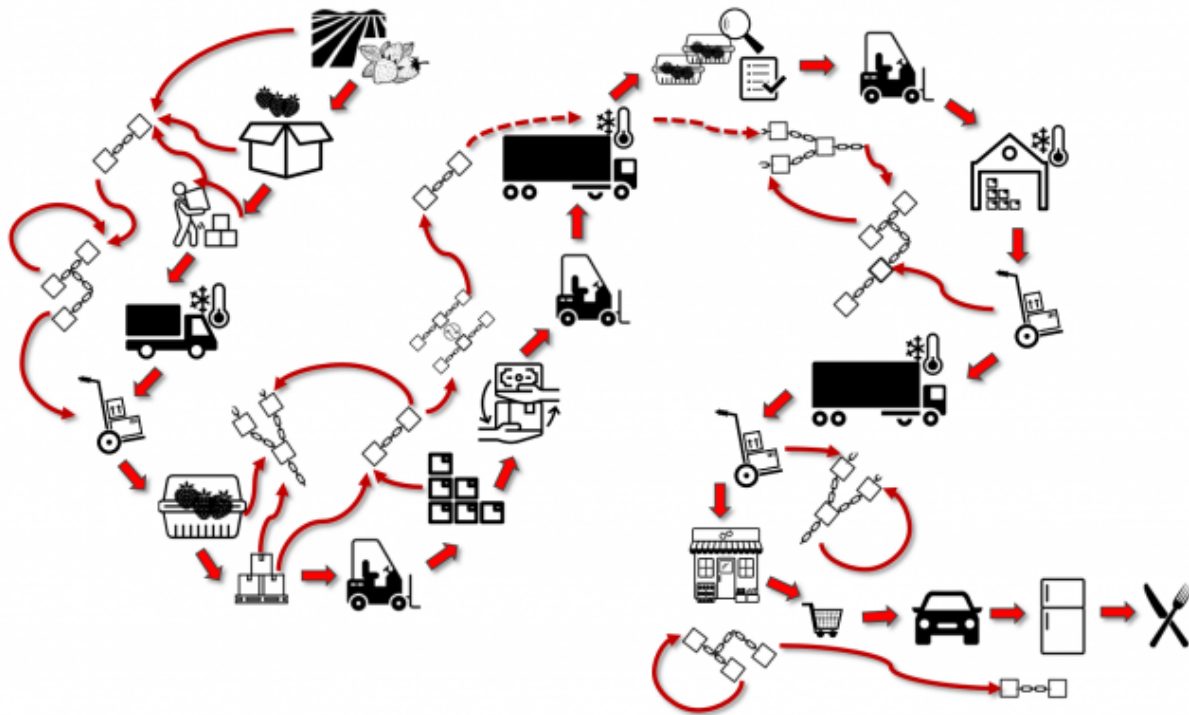


Figure 1: A simple, idealized theoretical record flow for a Strawberry Supply Chain.

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Last update: 2021/05/20 18:39

