World's First Farm-to-Store Intelligent Supply Chain

Ohad Perry
VP Digital Supply Chain, Wiliot

The Challenge & Opportunity

30% of available global energy is consumed by food systems,

of which **38%** is food that is lost or wasted

Food and Agriculture Organization (FAO) of the United Nations

40% of food spoilage and waste could be reduced if grocery stores could cut in-store inventory times by just half a day

The Institute for Management Development

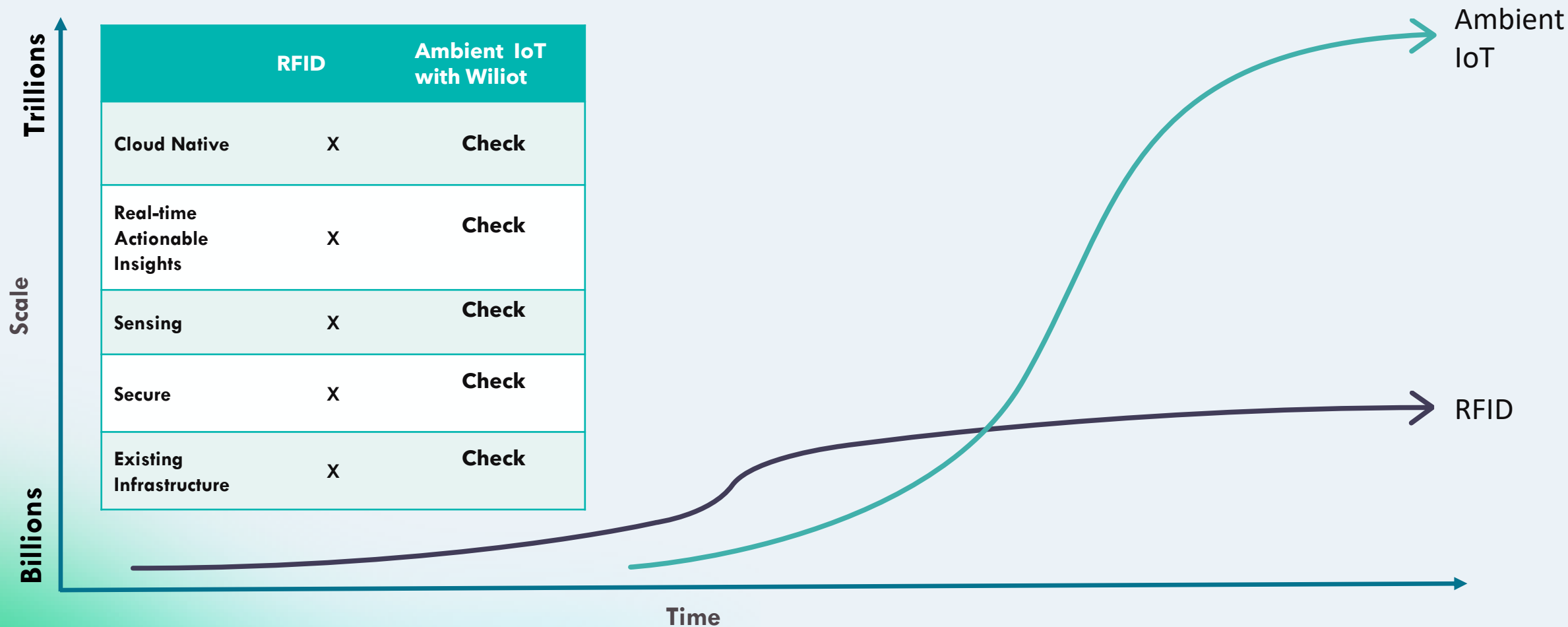**14%** of food produced worldwide is lost somewhere between farmers and retailers

FAO

80% of shoppers say high-quality fruits and produce are the most important factor in selecting a grocery store

FMI, The Food Industry Association, Grocery Shopper Trends Report

Ambient IoT - An Inflection Point
From Billions to Trillions

wiliot

	RFID	Ambient IoT with Wiliot
Cloud Native	X	Check
Real-time Actionable Insights	X	Check
Sensing	X	Check
Secure	X	Check
Existing Infrastructure	X	Check

Trillions

Scale

Billions

Ambient IoT

RFID

Time

SHUFERSAL

Israel's Largest Retailer with 300 grocery stores across the country

Only retailer in Israel with a 100-percent robotic distribution center

Platinum Plus rated Member of Israel's organization for corporate responsibility

Investors

wiliot

SAMSUNG

amazon

Verizon Ventures

SoftBank Vision Fund 2

Qualcomm

Alibaba.com

AVERY DENNISON

NTT **docomo**
NTT DOCOMO Ventures, Inc.

Vintage Investment Partners

MAERSK

GROVE VENTURES

PEPSICO

83NORTH

M. VENTURES

NORWEST | VENTURE PARTNERS

- ✓ Financial Investors
- ✓ Semiconductors
- ✓ Pharma
- ✓ Food & Beverage
- ✓ eCommerce/Cloud
- ✓ Logistics
- ✓ Telecommunications
- ✓ RFID

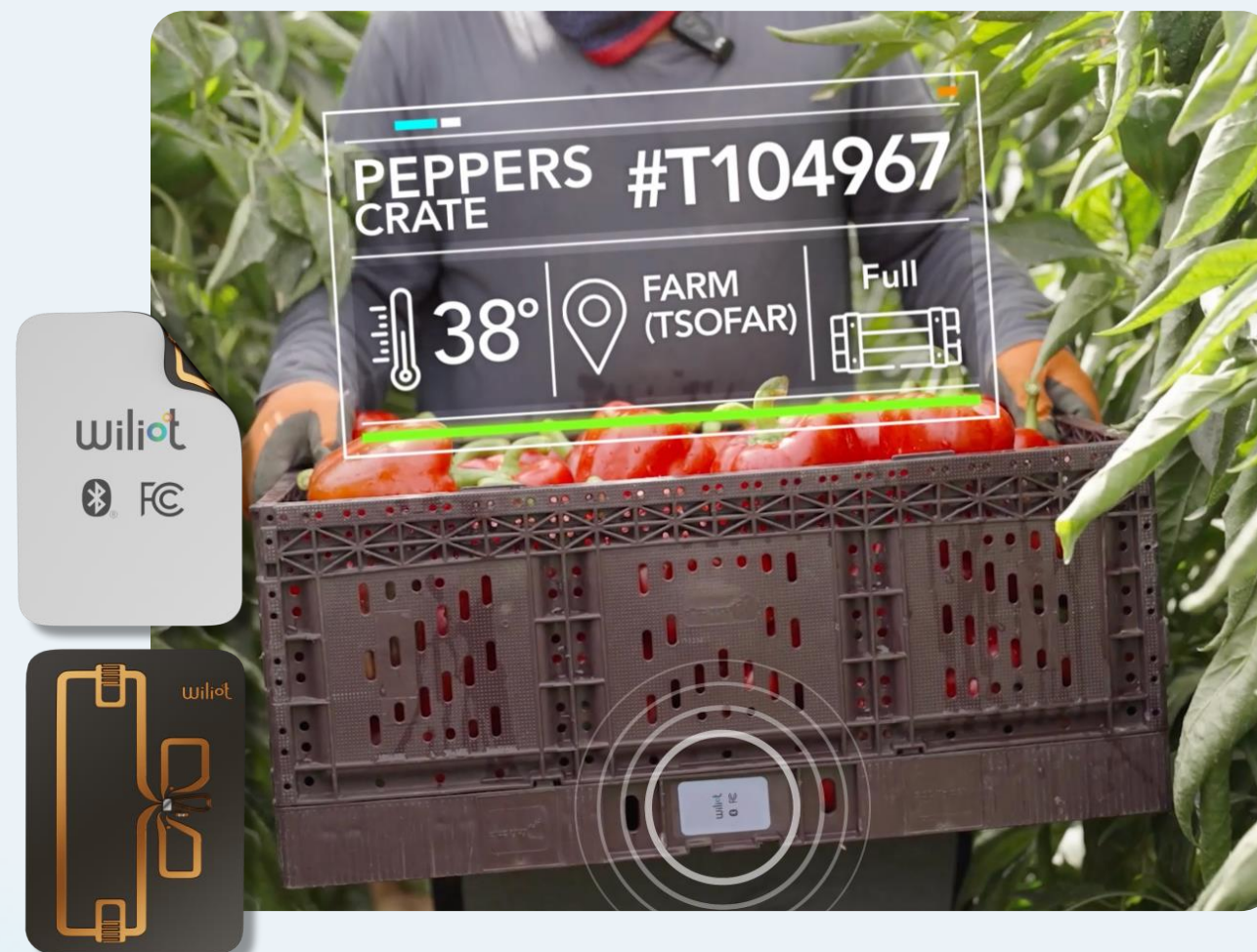# Digitalizing the Supply Chain

Step #1

Apply Wiliot IoT Pixels to the fleet of reusable transport item (RTI)

Step #2

Enable light low-cost infrastructure

Step #3

Create action from insights on the Wiliot Platform

Farm to Store Case Study

When: July 2021

What: Existing Shufersal RTIs were fitted with Wiliot IoT Pixels
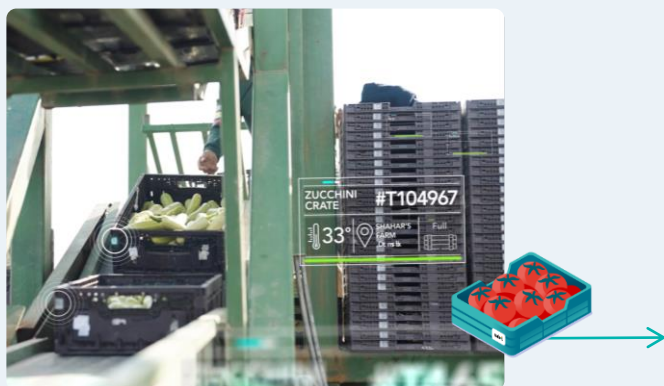
Where: The farmer's storage facility and tractor, distributors, and 5 retail stores were outfitted with low-cost reading devices

Architecture

Farm

DC

Store Storage

Washer
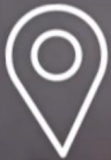

Shelf

Front Store

PEPPERS #T104967
CRATE

38° FARM (TSOFAR) Full

"The ability to see in real time that every crate of fruit and vegetables are being kept at the right temperature throughout the transportation process and to know exactly how much time has elapsed since they were harvested in the field until it arrives at the branch is nothing short of revolutionary."

Zvika Fishheimer, Executive Vice President, Shufersal

Key Insights

2 to 11 days from farm to store   +   **0 to 5 days** held in inventory

Issues

FIFO was not always maintained

Excess Inventory/over ordering

Majority maintained temperature, but few excursions with 1 day +

Temperature visibility at farm

Solutions

FIFO disruptions detected and corrected in real time, FEFO enabled

Better Alignment on demand

Real-time alerts to correct temperature excursions

Farmer incentives to reduce high temp times

What's Next

Halve the average time it takes to deliver produce to stores

Add several days to the self-life of vegetables and fruit

✓ Increasing Customer Satisfaction

✓ Healthier Sales Margins for stores

✓ Reduces Unsustainable Food Waste

Shufersal are now integrating Wiliot IoT Pixels into about **1.25 million Shufersal RTIs** and install the communications infrastructure to support **250 farmers** and distributors and **300 Shufersal stores**

Get Started Today

You can experiment, learn, and get started with the Wiliot Platform using Wiliot Kits.
These include the services, IoT Pixels & hardware you need to be on your way to the Internet of Everyday Things.

Bundle

Get Started at www.wiliot.com

Starter Kit

$500

Join us in co-creating the IoT as it was meant to be.

Partner Enablement Kit

$2,500

Providing you with the essentials to onboard as a Partner.