



**PATHWAYS
TO MARKET**

Industrial Transformation Research Hub



Tracking food provenance digitally

Sense-T's Pathways to Market project is a five-year international research collaboration that is aiming to provide digitally-backed provenance solutions to Tasmanian food exporters and their supply chains.

Our focus is rich information sharing through food supply chains and creating value for industry, government and community.

Consumers around the world are demanding more information about the food they're buying and eating. They want to know where it comes from, how it was produced and if it is safe.



Ultimately, food
provenance
translates
into buying
confidence.

TRANSFORMING TASMANIAN FOOD VALUE CHAINS



Australian Government
Australian Research Council

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sense-t
smart. data. innovation.

Creating opportunity for Tasmanian producers

Using data generation, visualisation and sharing we are creating real impact for farmers by helping to identify opportunities that will solve challenges and improve decision making.

This is a huge opportunity for Tasmanian farmers who want the ability to demonstrate in real time, the provenance and quality of their produce. Specifically, those who are working to establish, capture and maintain premium status to create and sustain value in overseas markets.

The Project has built strong relationships with two Tasmanian food export chain supply chains, and is expected shortly to launch its first user interface for selected farmers.



CONTACT DETAILS

Enquiries from additional parties interested in realising the benefits of the research are welcome. Please contact:

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OUR PARTNERS

