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"When we build shared infrastructure instead of competing on foundational systems, everyone wins—growers gain better market access, technology providers reach broader adoption, and consumers benefit from more transparent, resilient food systems."
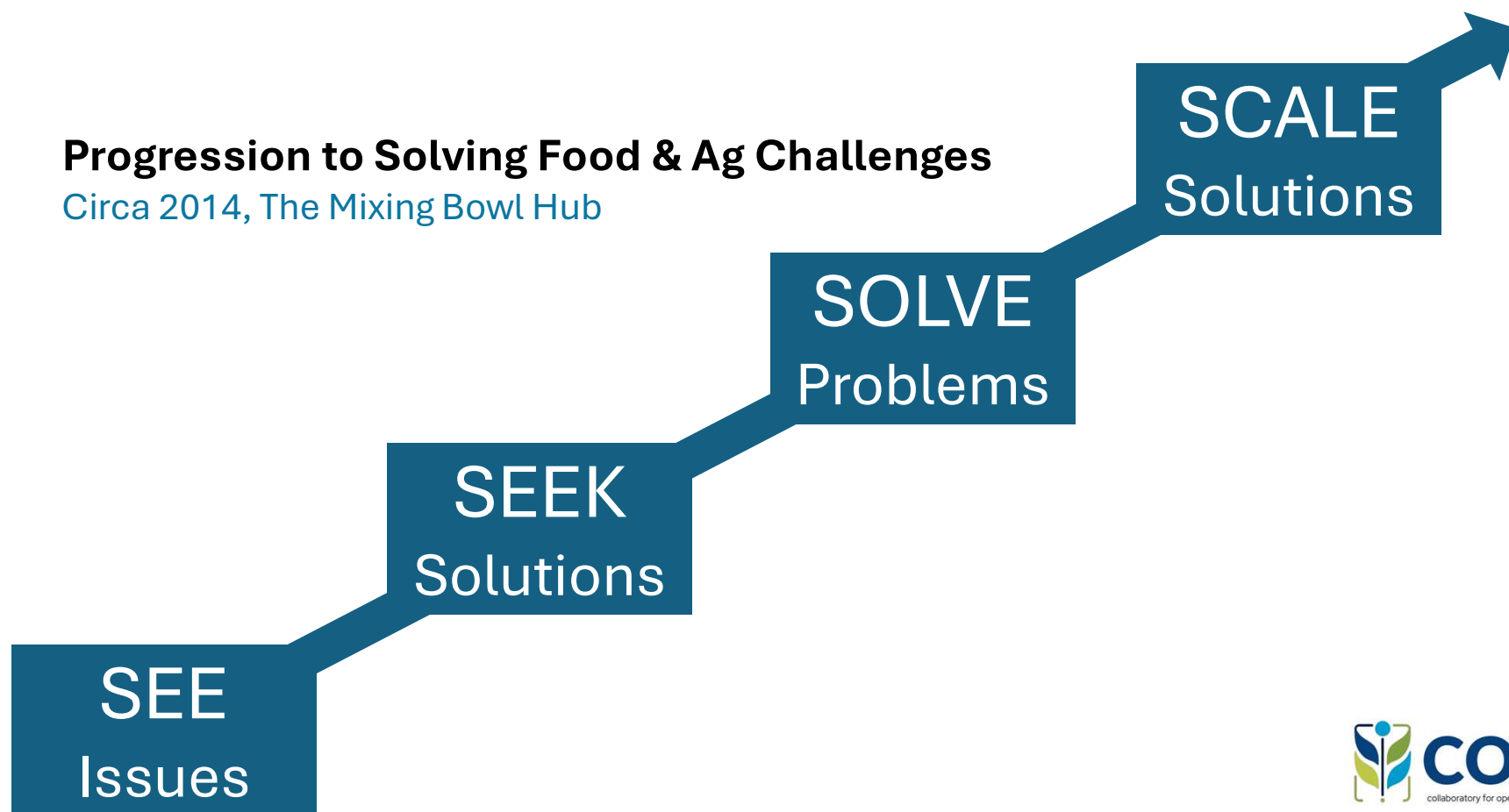
www.collaboratoryaf.org

Agenda

1. High-level introduction to COSSAF, Portfolio and Team

2. Pull out example of one project executed with similar time-frame and budget as ExCUE

3. ExCUE <> COSSAF Short-Circuit Concept

4. Conversation

We need new innovation models for agrifood

**Progression to Solving Food & Ag Challenges**
Circa 2014, The Mixing Bowl Hub

SCALE
Solutions

SOLVE
Problems

SEEK
Solutions

SEE
Issues

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We need new innovation models for agrifood

- Data needed for food system agility is not flowing

- NGO, Academia (and extension) are not providing adequate digital innovation to the agrifood sector

- Most agrifoodtech innovation needed is not a match for the venture capital model, alternative funding is scarce

- Most agrifood trade groups and "check-off" organization are ill-prepared to address their industry's data needs

- We are not moving fast enough

Incubators, VC, academia, NGO, trade groups are not effectively solving problems at scale

Innovator → Incubator → Customers
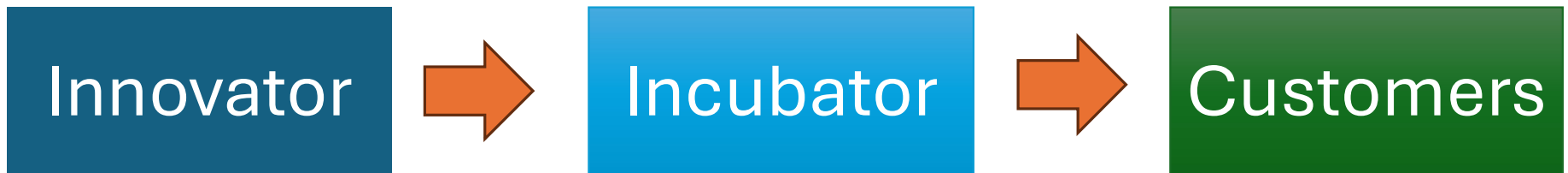
+7000 incubators, +800 venture studios are using the standard "push" innovation process to promote startup solutions

150 Agtech incubators, accelerators, and venture-support organizations
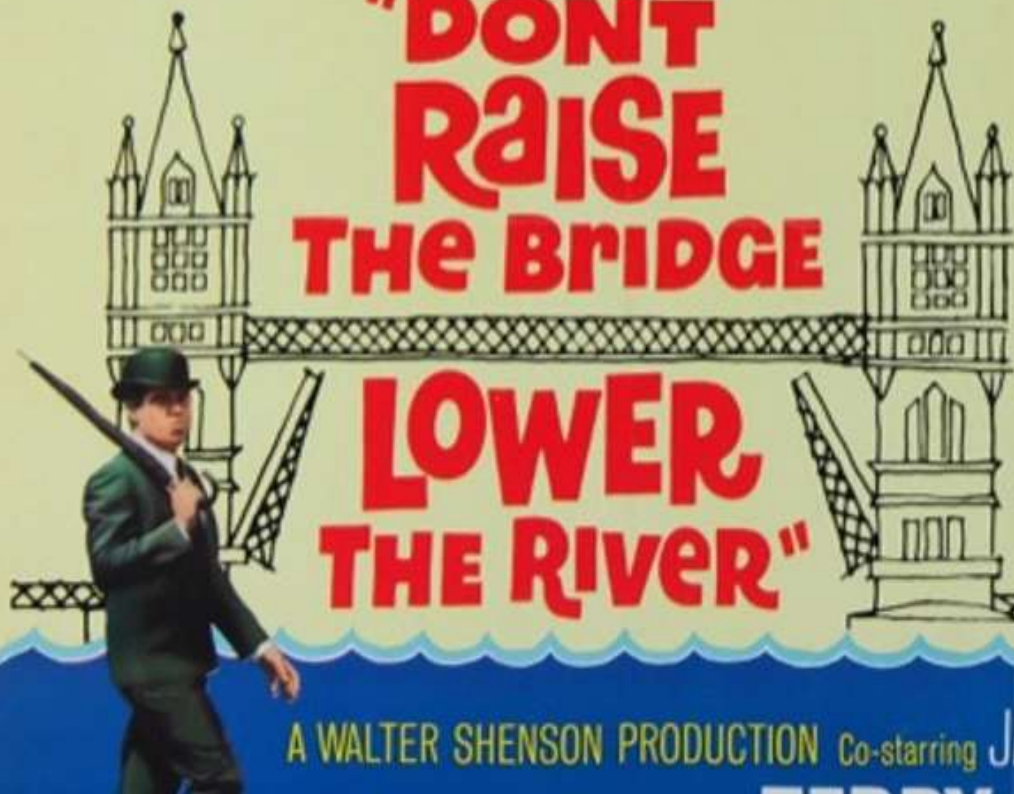**Over $200 billion US in Agrifoodtech VC 2013-2023 Deployed**

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COSSAF is a non-profit* entity leveraging pre-competitive "collective impact" & "open" tech

| Innovator | ← → | Incubators, Associations, Academia, & Other Partners | ← → | Customers |
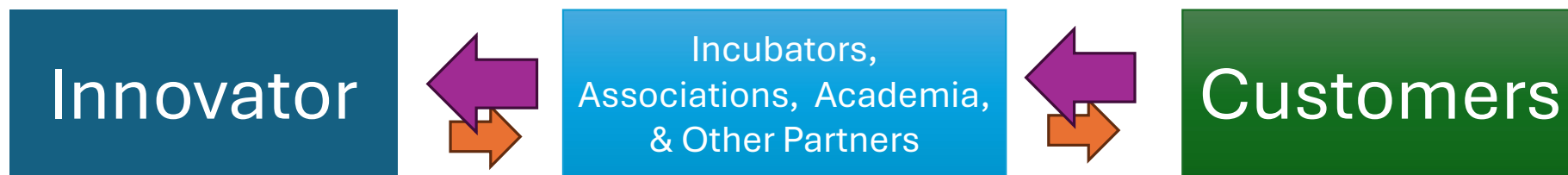
Multi-corporate pre-competitive and broader stakeholder collective impact efforts to **"pull" appropriate solutions to market need**

Leverage open software and systems to address unique aspects of agrifood (low margin, variability, slow adoption, high risk, etc.)

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Lighthouse Projects as of Q1-25

1. Scaling California's Regenerative Almond Practices (SCRAP)
2. Sharing Platform for Ag Data & Equipment (SPADE)
3. Supply Chain of the Future (SCOTF)
4. Smart Asynchronous Data in Escrow (Sadie)
5. Transportation Universal Identifier (TUID)

Community Projects *(supporting together with partners)*

• RegenScore – scoring for air, water, soil, biodiversity, equity

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The Five Conditions of Collective Impact

Common Agenda	All participants share a vision for change that includes a common understanding of the problem and a joint approach to solving the problem through agreed-upon actions.
Shared Measurement	All participating organizations agree on the ways success will be measured and reported, with a short list of common indicators identified and used for learning and improvement.
Mutually Reinforcing Activities	A diverse set of stakeholders, typically across sectors, coordinate a set of differentiated activities through a mutually reinforcing plan of action.
Continuous Communication	All players engage in frequent and structured open communication to build trust, assure mutual objectives, and create common motivation.
Backbone Support	An independent, funded staff dedicated to the initiative provides ongoing support by guiding the initiative's vision and strategy, supporting aligned activities, establishing shared measurement practices, building public will, advancing policy, and mobilizing resources.

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SCRAP

Scaling California's Regenerative Almond Practices

- Pre-competitive "collective impact" initiative started in December '23

- Engaged leading UC Scientists, Almond Board, growers, handlers and buyers
  - *(est. owners of 33% of 1.3m acre almond market)*

- *Four Workstreams driven by network*
  - *Definition of a "Regen" Almond*
  - *Realizing Outcomes, Adhering to Principles & Optimizing Outcomes*
  - *Gathering and Sharing Data & Measurements*
  - *Building Two-way "Community of Knowledge" with Growers*

- *SCRAP network decided to extend work to all tree nut*
  - *(Adding pistachios and walnuts in 2025)*

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SPADE
Sharing Platform for Agrifood Data & Equipment

- Developing equitable digital solutions to unlock equipment sharing to transform agrifood practices and enable more entrepreneurialism

- Equipment sharing solutions will reduce friction to adoption of better farming practices and enable greater access to rural and inclusive food production and supply chains

- California has budgeted $15m in 2025 for climate resilient agrifood equipment sharing but a digital platform to enable necessary data sharing related to use, payment and administration of shared equipment programs is lacking

- COSSAF looks to build on its work with CalCAN, CAFF, UC ANR, CA RCD and others to enable an open source platform for equipment sharing based on earlier discussions in mid-2024

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Supply Chain of the Future

- Global industry movement launched in 2024

- Engaged entire industry: growers, packer/shipper, marketing, logistics, solutions providers, standards, academia, and regulators
  - *(Entire global fresh produce market with efforts spanning NA EU, Asia, Middle East, AU)*

- *Four Workstreams priorities through global collabothons and workshops*
  - *Shelf-life Prediction– reduce waste optimize pricing with predictive models*
  - *Smart Data Escrow – open source tools to share data with anyone without sharing with everyone*
  - *Dynamic Incentives – enabling everyone who adds value to improve margins with better performance*
  - *Harmonized Standards – Ensuring interoperability, reduce barriers, and accelerate innovation*

- *Aggressive roadmap with summer pilots culminating in global showcase and implementation support October 25*
  - *Demonstrating product-market fit, engaging hyper-scalers, organizing new business collaborations*

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Revolutionizing Fresh Produce
From Field to Consumer

Drew Zabrocki

INTERNATIONAL
FRESH
PRODUCE
ASSOCIATION

02:04

The fresh produce industry is at a crossroads. We face mounting pressure to reduce waste, meet consumer demands for transparency, and adapt to a rapidly changing world. Yet, outdated systems and fragmented data hinder our ability to collaborate effectively. The cost of inaction is staggering: billions of dollars lost to spoilage, eroded consumer trust, and missed opportunities for growth.

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Sadie
Smart Asynchronous Data In Escrow

Lack of trust in known data-sharing solutions' ability to maintain data owners' data sovereignty is a common problem in agrifood. Innovative technology solutions can enable trust in data-sharing and unlock multi-party coordination for better outcomes.

- Sadie leverages open source technologies developed at the Purdue Open Ag & Technology Systems (OATS) Center known as Trellis and AGAPE, now maintained by Purdue graduates at Qlever
- This "data escrow" solution leverages standardized APIs, privacy and permission controls, automatic sync and decentralized direct data flows
- Sadie will be deployed into many COSSAF lighthouse projects

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Leadership

Rob Trice
Innovators Huddle,
Better Food Ventures,
The Mixing Bowl

Drew Zabrocki
Totem, ASTM, Echocrest,
IFPA, Semios, Linux
Foundation

Michael Rose
Innovators Huddle, Better
Food Ventures, The Mixing
Bowl

Martha (Berry) King
Totem, Hipparchia Solutions,
Farm Foundation, Finbery
Farm, University of Chicago

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Organization

- Initiatives are organized as projects under COSSAF, a fiscally sponsored project of the VINE Institute

- Each project will be guided by its own Steering Committee and have its own bank account capable of receiving directed funds

- Successful projects will be encouraged to spin out as it make sense