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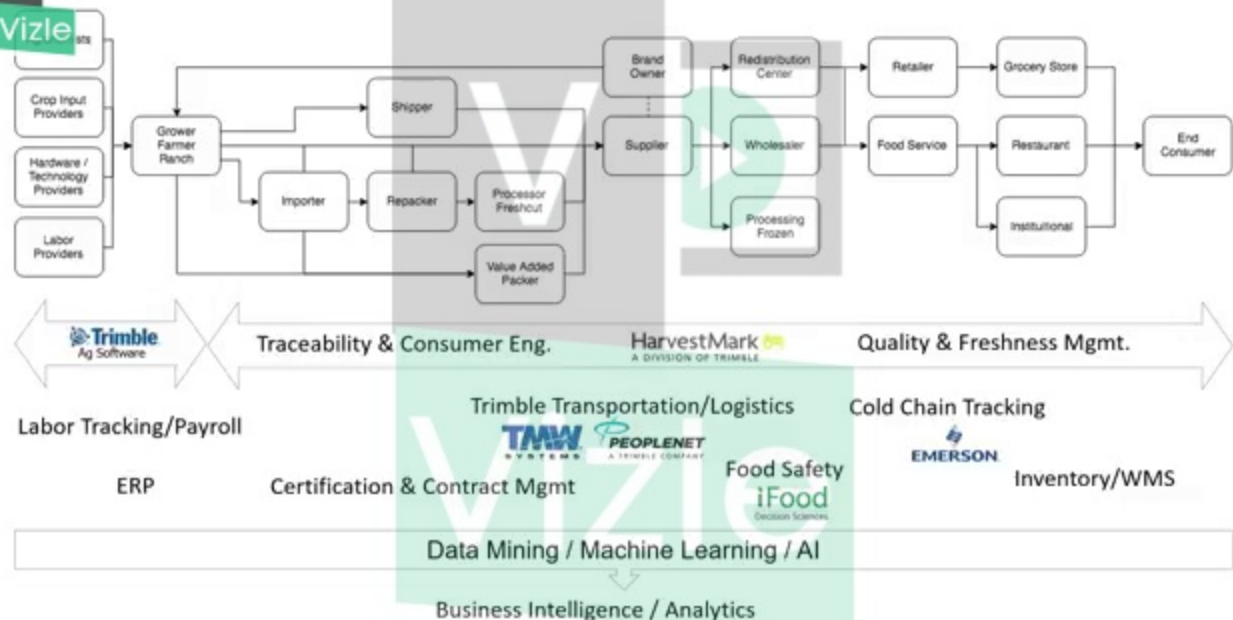
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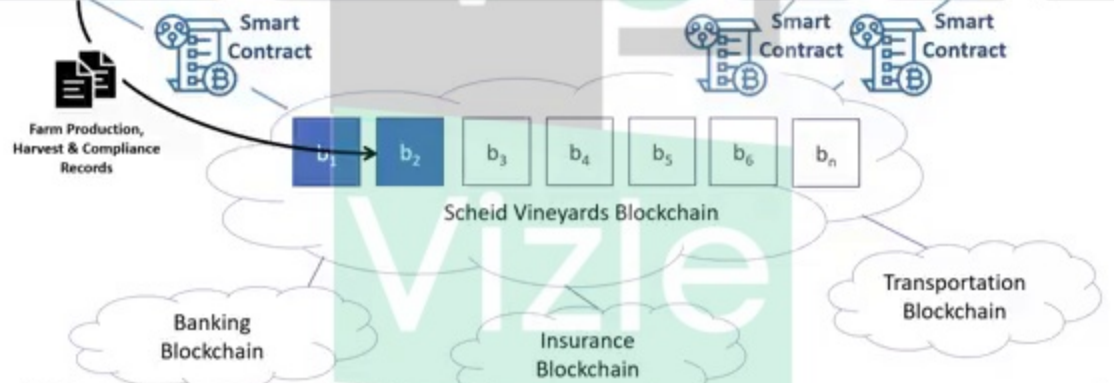
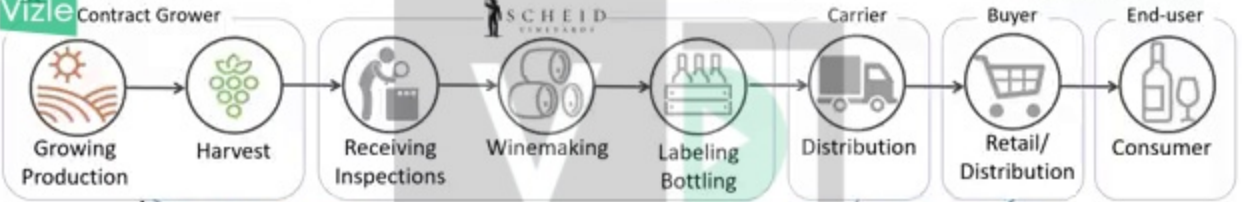
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# The Trimble Produce Supply Chain – Fresh food Blockchain flow



# Blockchain Enabled Supply Chain



## 7 Consumer Trace & Market Feedback

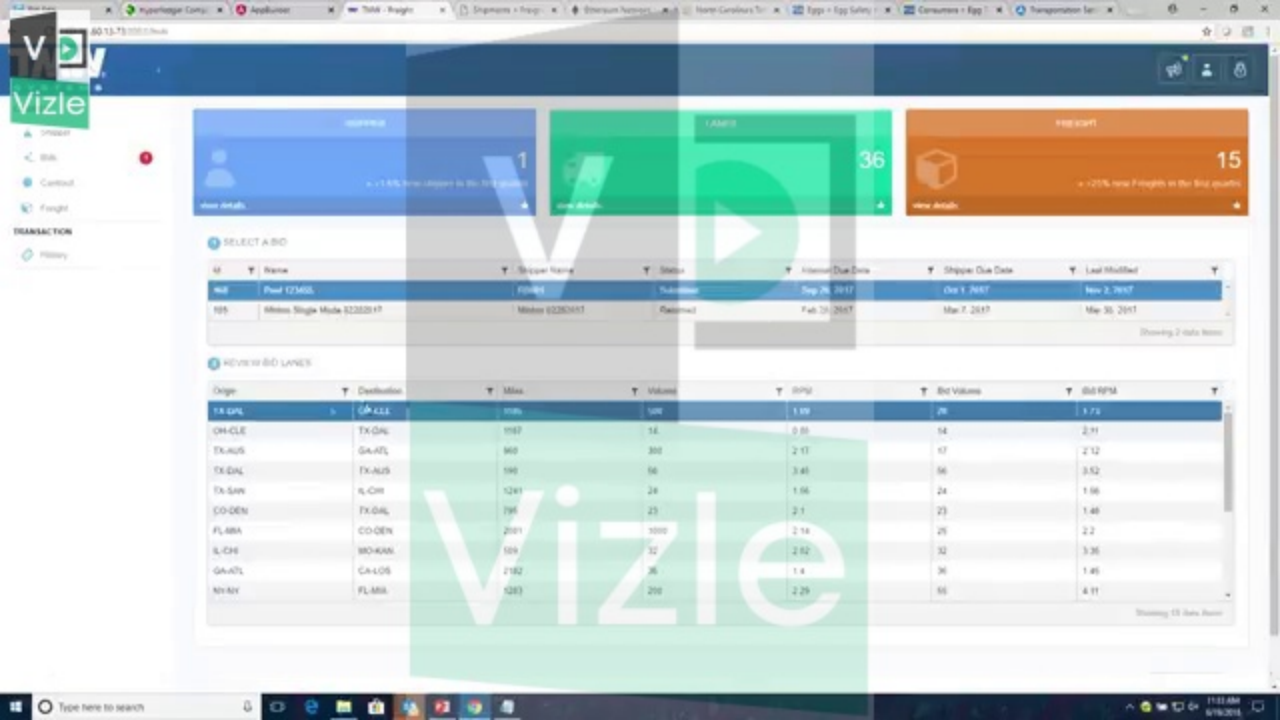
Blockchain Tracks:

- Promotion activities
- Location data
- Consumer feedback
- Big Data Analytics



HarvestMark   
A DIVISION OF TRIMBLE

b<sub>1</sub> b<sub>2</sub> b<sub>3</sub> b<sub>4</sub> b<sub>5</sub> b<sub>6</sub> b<sub>n</sub>



**REVENUE**

1

+ 1.8% from shipping in the 3rd quarter

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**ASSETS**

36

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**FREIGHT**

15

+ 25% new Freight in the 3rd quarter

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SELECT A B/D

ID	Name	Shipper Name	Status	Internal Due Date	Shipper Due Date	Lead Minded
102	Pool 12345	FOOD	Published	Sep 26, 2017	Oct 1, 2017	Nov 2, 2017
105	Missile Single Mode 1234567	Missile 1234567	Reserved	Feb 21, 2017	Mar 7, 2017	Mar 30, 2017

Showing 2 data items

REVIEW B/D LANES

Origin	Destination	Miles	Volume	RPM	Bid Volume	Bid RPM
TX-DAL	TX-DAL	100	100	1.00	26	1.73
OH-CLE	TX-DAL	1167	14	0.85	54	2.11
TX-AUS	GA-ATL	960	30	2.17	17	2.12
TX-DAL	TX-AUS	190	56	3.45	56	3.52
TX-SAW	IL-CHI	1241	24	1.96	24	1.96
CO-DEN	TX-DAL	795	23	2.1	23	1.48
FL-MIA	CO-DEN	2001	3000	2.14	25	2.2
IL-CHI	MO-KAN	504	32	2.02	32	3.35
GA-ATL	CA-LOS	2182	36	1.4	36	1.45
NY-NY	FL-MIA	1263	210	2.29	55	4.11

Showing 10 data items



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