UNBS – mPedigree E-Verification Service (with support from USAID Feed The Future)

BRIGHT SIMONS
PRESIDENT, MPEDIGREE

GoldKeys
Unlock new markets
Global Experience:
10 AFRICAN COUNTRIES
INDIA & S.ASIA
MENA REGION
The Problem...

- Finding fakes
- Tracking batches
- Protecting consumers
- Preserving Brand marketability
COMPETING SOLUTIONS - Holograms
COMPETING SOLUTIONS
RFID & EMID
CONSUMERS CAN’T SPOT FAKE HOLOGRAMS

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RFID COSTS CAN DOUBLE THE PRICE OF THE PRODUCT
“FAKE” SOLUTIONS

This counterfeit packet is not reliably distinguishable, with the naked eye, from the genuine packet. The ‘Myanmar Reg No’ and agent’s name have been added to look like the genuine Guilin Pharmaceutical Co. Ltd product sold in Burma.
WELL PROVEN IN PHARMA

Authenticated Response with product details, and expiry date
EXPANDING TO 13 INDUSTRIES
SMARTPHONE APPS CAN ADD VALUE

Big Customers use Smartphone camera application to quickly scan large quantities of product packs.
WE ARE ALREADY IN THE FUTURE:
GOLDKEYS EARLYSENSOR
(PREDICTING THE COUNTERFEITING INCIDENT BEFORE IT HAPPENS)
SCM CAPABILITIES
COMMERCIAL BENEFITS

- Whitelist/Blacklist Distributors
- Manage Consignment & Implement Credit Control
- Get Analytics on Sales Ahead of Distributors
- Collect Rich Data in Real Time
- Find Gaps in Distributor Network
- Track Sales Dynamics
DIGITAL IS NOW!
UNBS Goldkeys E-Verification Service

Using Cellphones to combat Agro-Inputs Counterfeiting
Agriculture plays a prominent role in the social, economic and cultural lives of Ugandans, making any attempts to undermine the processes involved untenable.
But estimates put the prevalence of fake seeds, for example, in Uganda at between 30% and 40% of total local supply.

Fake agrochemicals often contain dangerous compounds that contaminate ground water, and poison consumers. A perverse twist to this development is the misrepresentation of banned chemicals as organic farm chemicals, thus turning the ecological goals on their head.
At a time when global concern over fake agricultural inputs is being vindicated by a frightening rise in local incidents, four organisations forms a partnership to roll out the first phase of a mobile phone powered traceability and e-verification service in Uganda for sensitive agricultural inputs and commodities, such as seeds, fertilizers and crop protection products.
Under the auspices of the Uganda National Bureau of Standards (UNBS), RenPublishing Limited, a Ugandan corporation, and mPedigree, a multinational technology firm and social enterprise, will implement the e-verification service in phases over the coming months and years. Feed the Future Uganda Agricultural Inputs Activity will support the public education campaign necessary to help effectively launch the service in Uganda. The Feed the Future Uganda Agricultural Inputs Activity is part of U.S. Government’s Feed the Future initiative, funded by the U.S. Agency for International Development (USAID), which seeks to combat poverty, reduce hunger and food insecurity, improve nutrition, and contribute to economic growth through increased agricultural production and improved links between agriculture and nutrition.
The UNBS E-tag Goldkeys Agro-verification initiative, brings together the E-Tags quality certification and auditing service of the UNBS and mPedigree’s Goldkeys serialisation and authentication engine to create a robust channel for verifying not only the source and supply chain status of agro-inputs but also their conformance with acceptable quality standards under Ugandan law and regulations.

Farmers, regulatory inspectors, researchers, media personnel, and the general public shall benefit from the user-friendly, toll-free, mobile hotline that has already been implemented with support from the major telecommunications companies in Uganda, enabling them to instantly retrieve critical quality and authenticity information about individual packs of agro-inputs at the point of purchase. Running on the fast and powerful USSD protocol (channel 114), this service assures users of receiving a response on whether a particular agro-input is sound for use or not within seconds 98% of the time. The verification process is designed to happen right at the point of purchase.
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Special labels with unique 13-digit code to be scratched and tested to a unique shortcode goes on all agro-inputs.

Instant verification by consumer upon purchase and testing to confirm product’s genuineness.

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The successful completion of phase one of this initiative in 2016 will pave the way towards successive, nationwide, phases covering a broader set of private sector agro-input manufacturers, providers and distributors.
The monetary cost of the fake seeds phenomenon alone, in terms of lost yields and incomes, may well be in excess of $1.5 billion a year. The impact on at least 8 million of the 30 million Ugandans who rely on a clean and productive agricultural supply chain is harrowing, to say the least.

The compounding effects of counterfeiting in the agro-supply chain also include the stunting of modern agribusiness, since the unfair competition from counterfeiters drive out investors and capable entrepreneurs from the sector.

The e-verification service aims, over its lifecycle, to empower 5 million farmers and, at the peak of the roll-out a few years from now, generate more than $1 billion in aggregate value per year, thus supporting the Ugandan government and its partners in the nation’s transformation agenda.

For additional information, please reach out to:
etag@unbs.go.ug
info@mpedigree.net
MANDATED IN SOME MARKETS

USED BY REGIONAL GIANTS IN MORE THAN A DOZEN INDUSTRIES

MULTINATIONAL CLIENTS, INCL. FORTUNE 100/500 CLIENTS

SEAMLESS SERVICE ACROSS MULTIPLE MARKETS (TRIALS ONGOING IN EVEN MORE MARKETS)

US GOVERNMENT CONTRACTOR
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