



Leveraging Digital Technologies for Sustainable Consumption and Production

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consumption

production

create a new economic model

shared-access consumption

crowd-based capitalism

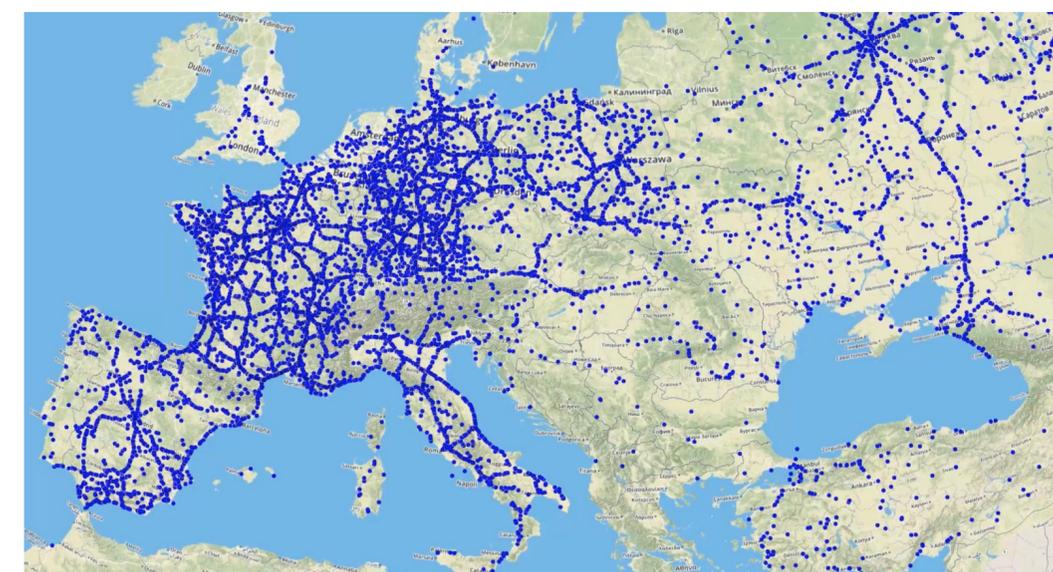
increase efficiency of existing model

crowd-based incentives

blockchain



	consumption	production
create a new economic model	shared-access consumption	crowd-based capitalism
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11h

Bla Bla Car



create a new economic model

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production

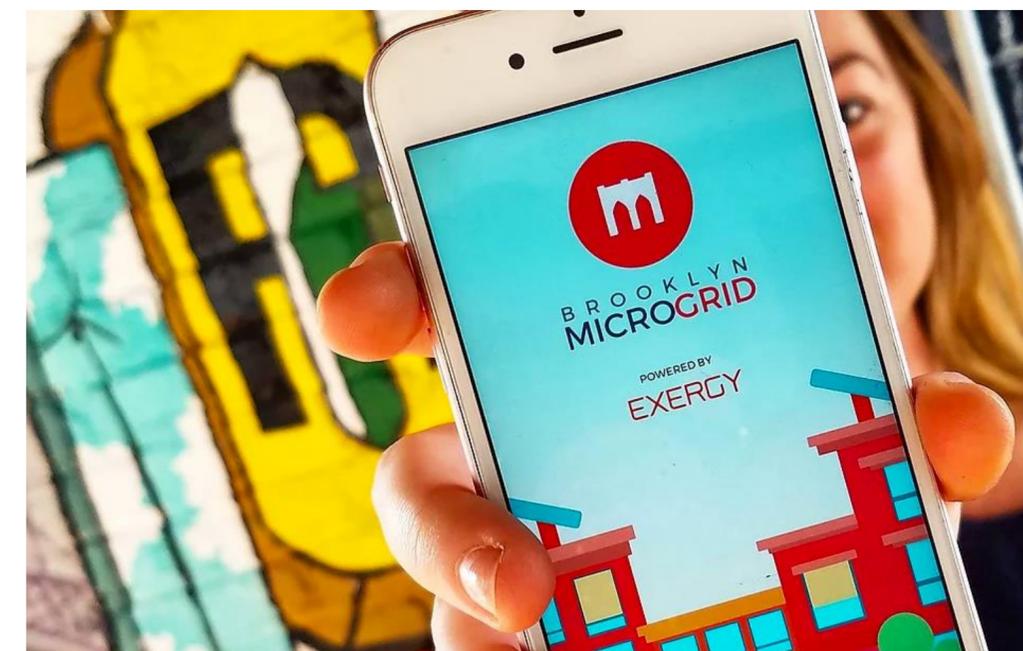
shared-access consumption

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increase efficiency of existing model

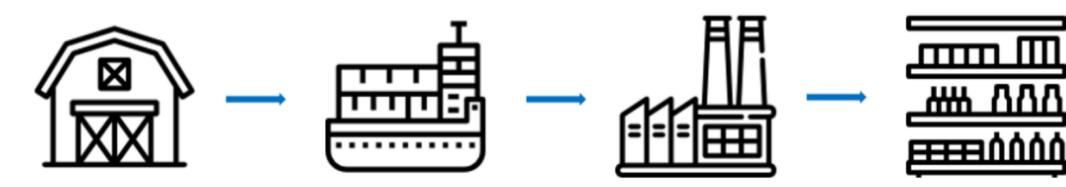
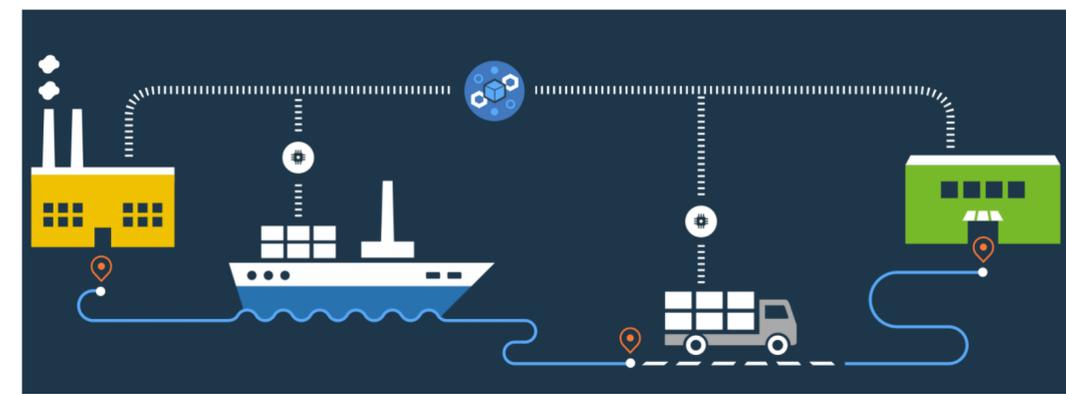
crowd-based incentives

blockchain





	consumption	production
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WHO RAISED IT
FARM AT MILL CREEK MEADOW, CHARLESTON, AR. A DIVERSIFIED, GRASS-BASED FARM RAISING PIGS, CHICKENS, AND TURKEYS.

HOW IT'S RAISED
450 BIRDS IN EACH MICRO BROOD WITH A TOTAL SQ. FOOTAGE OF 28,000'

WHAT IT'S FED
13LBS OF NON GMO, CUSTOM-MIXED RATION WITH BREED SPECIFIC NUTRIENTS

WHO PROCESSED IT
NATURAL STATE PROCESSING, CLINTON, AR. A PARTNERSHIP BETWEEN GRASS ROOTS AND CYPRESS VALLEY MEAT CO.

TOTALLY TRANSPARENT.
You have the right to trust your food. We'll tell you exactly where your meat comes from: from the farmer and pasture to the feed and processor.

GRASS ROOTS
FARMERS' COOPERATIVE



create a new economic model

	consumption	production
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increase efficiency of existing model





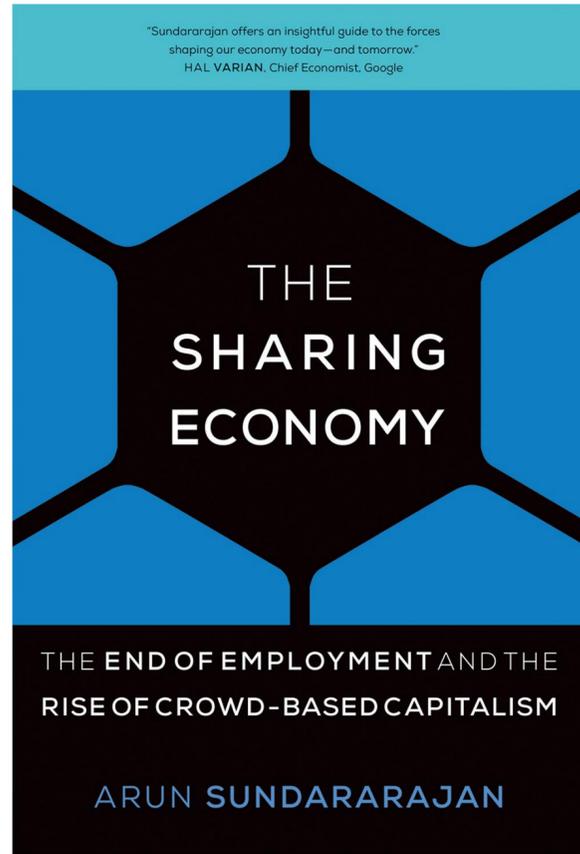
key challenges

- ❑ access to technology and process knowledge
- ❑ incremental versus big-bang systemic change
- ❑ basic technological and business literacy



action and policy imperatives

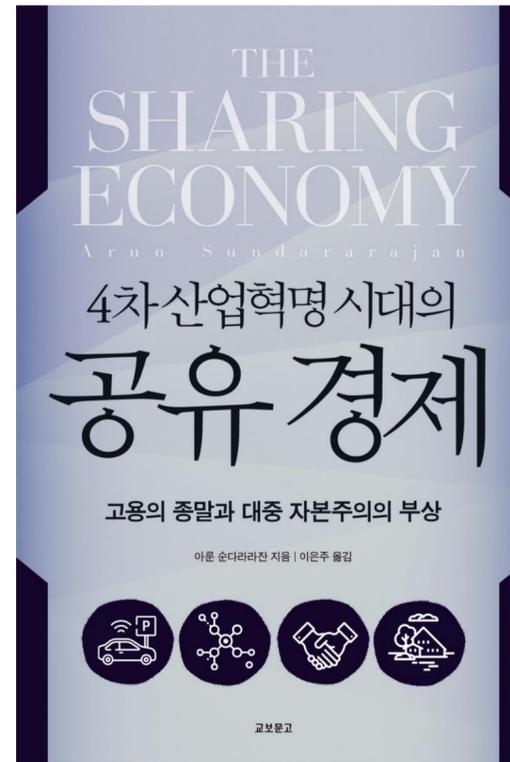
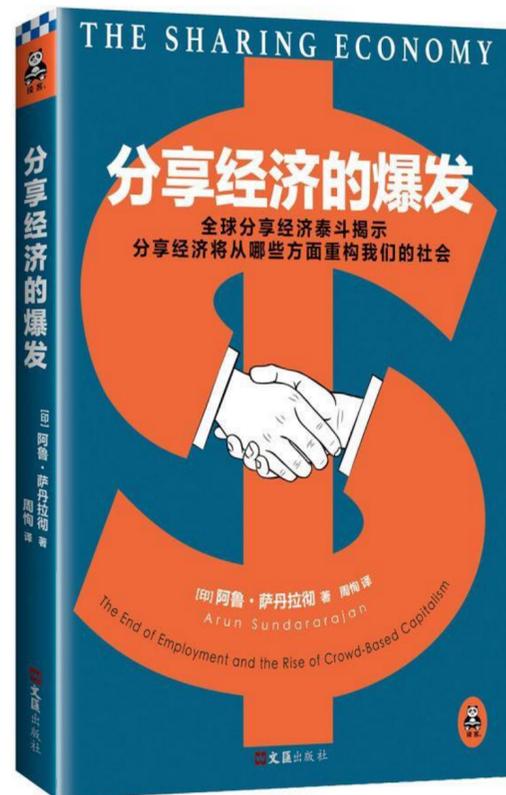
- ❑ perception of platforms as partners
- ❑ on-the-ground gateway with local credibility
- ❑ favor platform models that decentralize capital



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