A5 - Botanic Trading Information App

# Summary of the innovation

The prototype Botanic App offers valuable trading information to professional growers and traders in flowers and plants. It offers anytime and anywhere access to the correct taxonomic product descriptions, trading codes (VBN codes) and availability throughout the year.

Reduction of errors in communication and ordering is expected, which enhances the efficiency in the supply chain.

# Key features / capabilities

Growers and traders are informed on smartphone about:

* Products that can be traded
* Trade code to be used for unique identification of the product
* Recently introduced products
* Detailed botanical information
* Availability pro month

# Maturity level (TRL - Technology Readiness Level)

* TRL 5 – technology validated in relevant environment

# Availability

* Deliverable (report)
  + D400.13

# Licensing

* Closed source, prototype

# FIspace partner(s) that own innovation & contact points

* Q-ray BV Wageningen, The Netherlands