Source *NY*

Supply Chain Mapping and Marketing

Finger Lakes Craft Beverage Conference
1 April 2016

TASTE NY™

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sourcemap
where things come from

Today's Agenda

I. Project background

II. Introduction to Sourcemap

III. Discussion

What is Source NY?

Source NY is an online platform to connect farmers, craft beverage producers and other industry service providers across New York State.

At its core, Source NY is derived from need established by New York's farm brewery/distillery legislation.

We hope to:

- Further the stated goals of the legislation and license (*We believe in NY agriculture and craft beverages.*)
- Assist growers and producers who are following the spirit and letter of the law. (*In a broader sense, defining a "true" New York product*.)
- Boost agriculture and craft beverage production.
- Make communication between farmers and brewers/distillers simple.
- Forge industry links that we may not have even considered yet.

So far, Source NY is as such:

- A directory of growers, processors, craft beverage producers & other service providers (e.g. packaging, transportation, waste management)
- A *Made-in-NYS* online marketing and traceability platform that can be embedded on various business, government and other websites
- An online marketplace for New York state small grain hops and other crops.
- A supply chain mapping tool with environmental and economic impact calculators.
- Remember: this technology is fluid and can encompass a great deal of data. We are growing and expanding capabilities just about daily.
- Find out more at **www.source-ny.org**

What is Sourcemap?

- Sourcemap is a spin-off of the MIT Media Lab developed to bring transparency and sustainability to manufacturing supply chains
- The company's background is as an environmental and economic impact calculator for local supply chains
- Today Sourcemap works with a number of industries to bring collaboration between supply chain stakeholders
- Clients from the public and private sector include the NYC-EDC, Highlands and Islands Enterprise (Scotland), Mars, Ikea, Deloitte
- Learn more about Sourcemap at **www.sourcemap.com**

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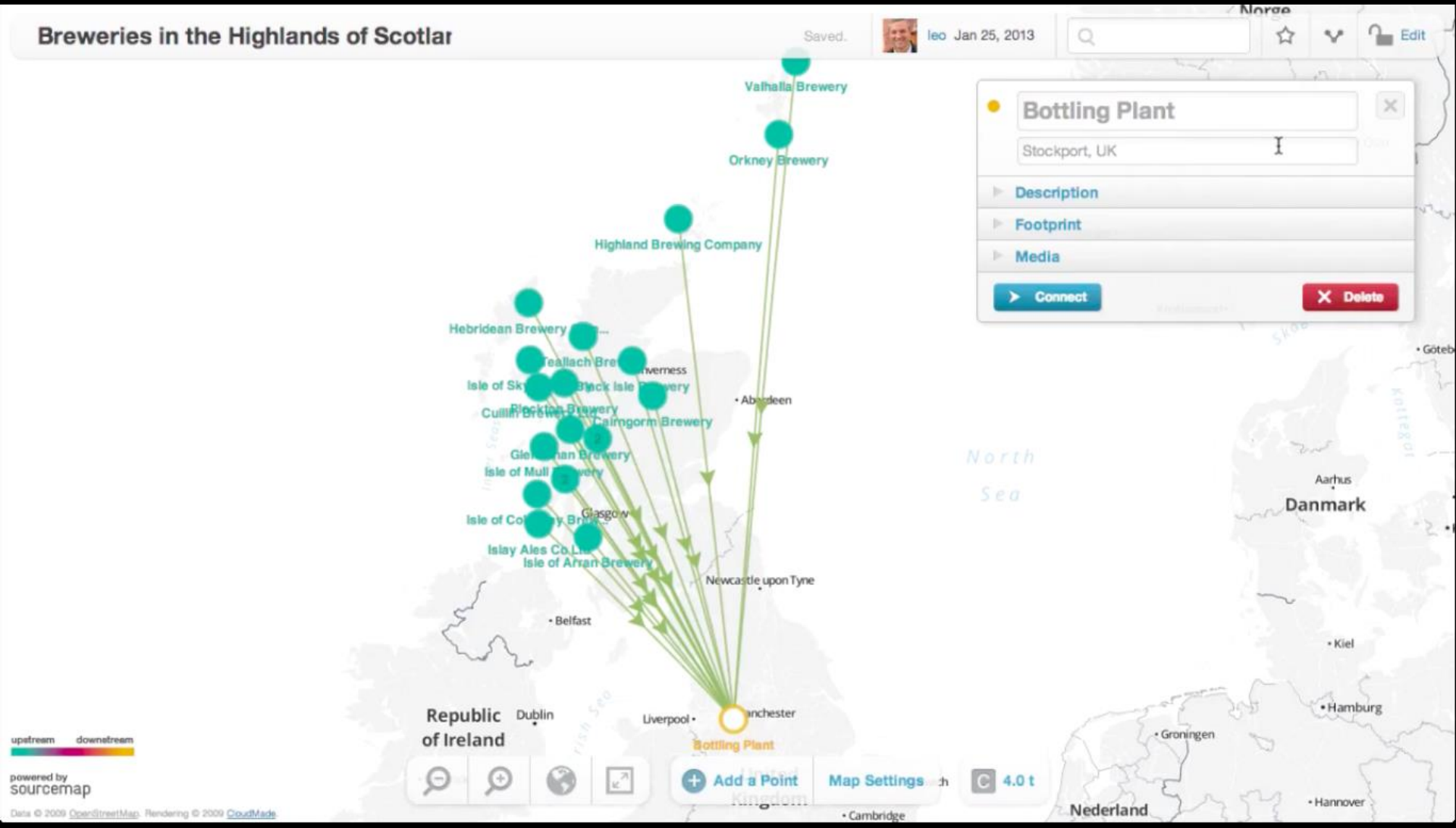
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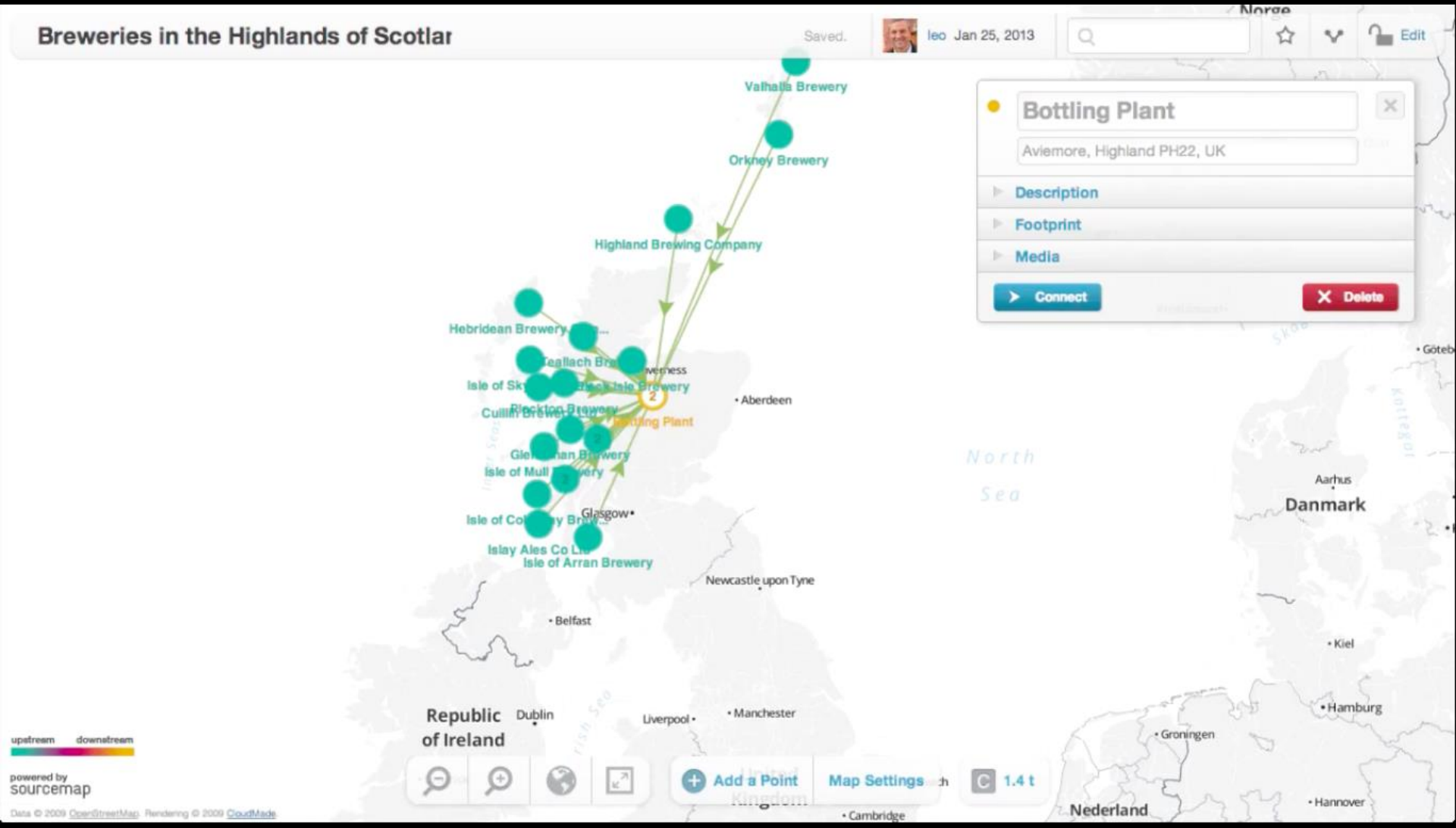
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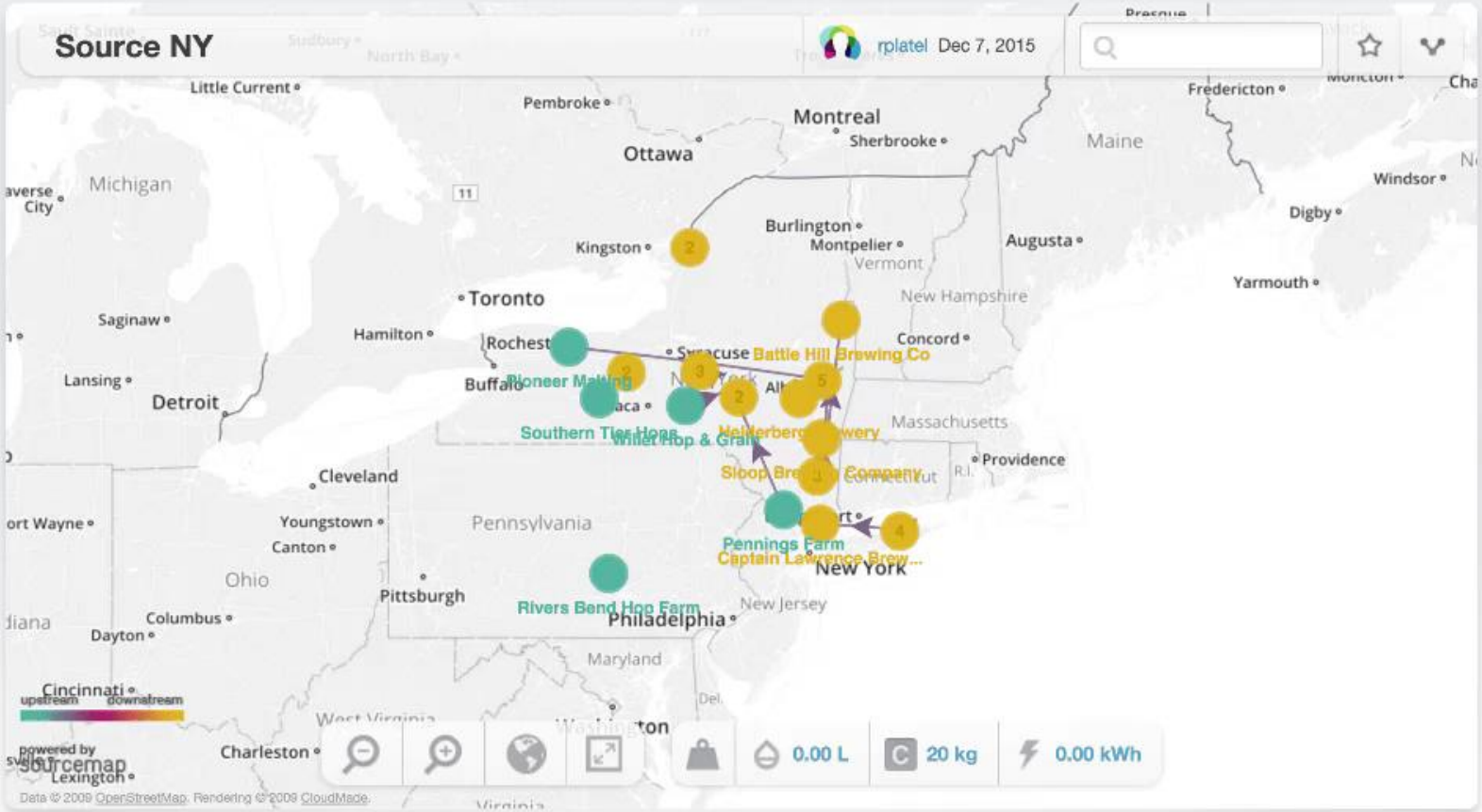

Source NY

Supply chain mapping for New York State's Craft Beverage

http://srce.mp/1NrHaHE

Discussion

Stakeholders:

- Business to business connections. (Who has hops *right now?*)
- Business to consumer connections. (Choosing to purchase whiskey from the distillery that sources grain from the farm down the road.)

Information:

- What information is your business missing?
- What information needs to be out there about your business?
- Are there privacy concerns?

General concerns:

- Should capacity, volume, and/or transactions be part of Source NY?
- How often should data be refreshed?
- What is the preferred way to input data? (email, survey, online, etc.)

Thank you!

Join us at **www.source-ny.org**

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