



# **Using Open Data prevent threat from natural disaster and better corps planning**

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**Everybody talks about the weather, but nobody does anything about it.**

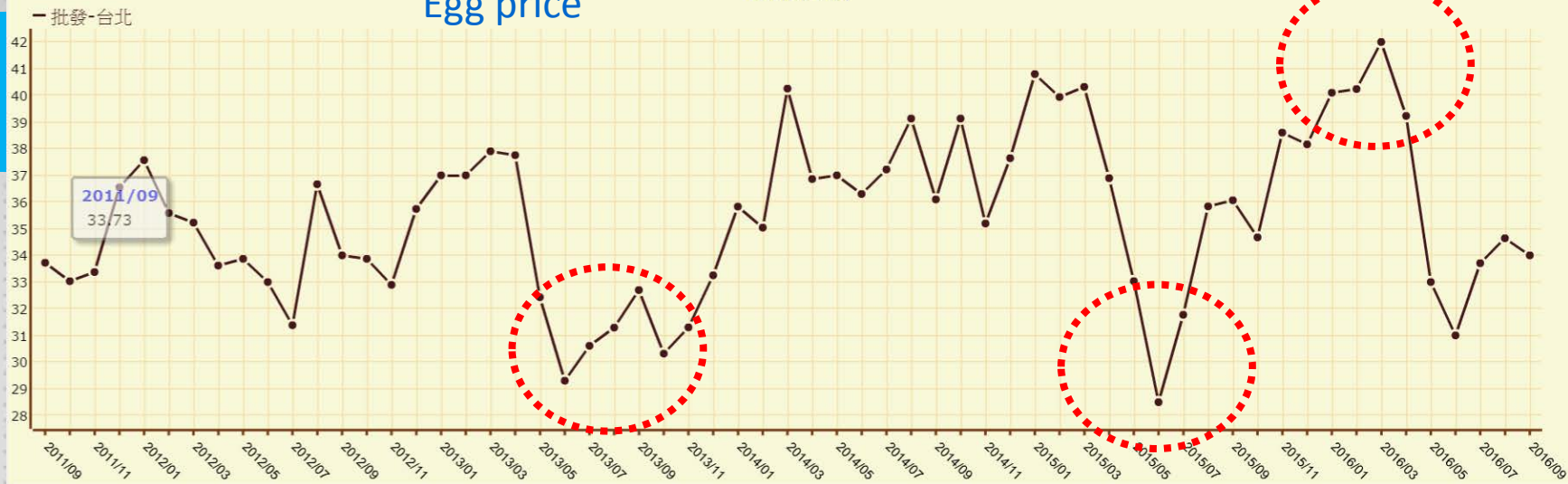
Mark Twain (1835–1910)





## Egg price

蛋類行情

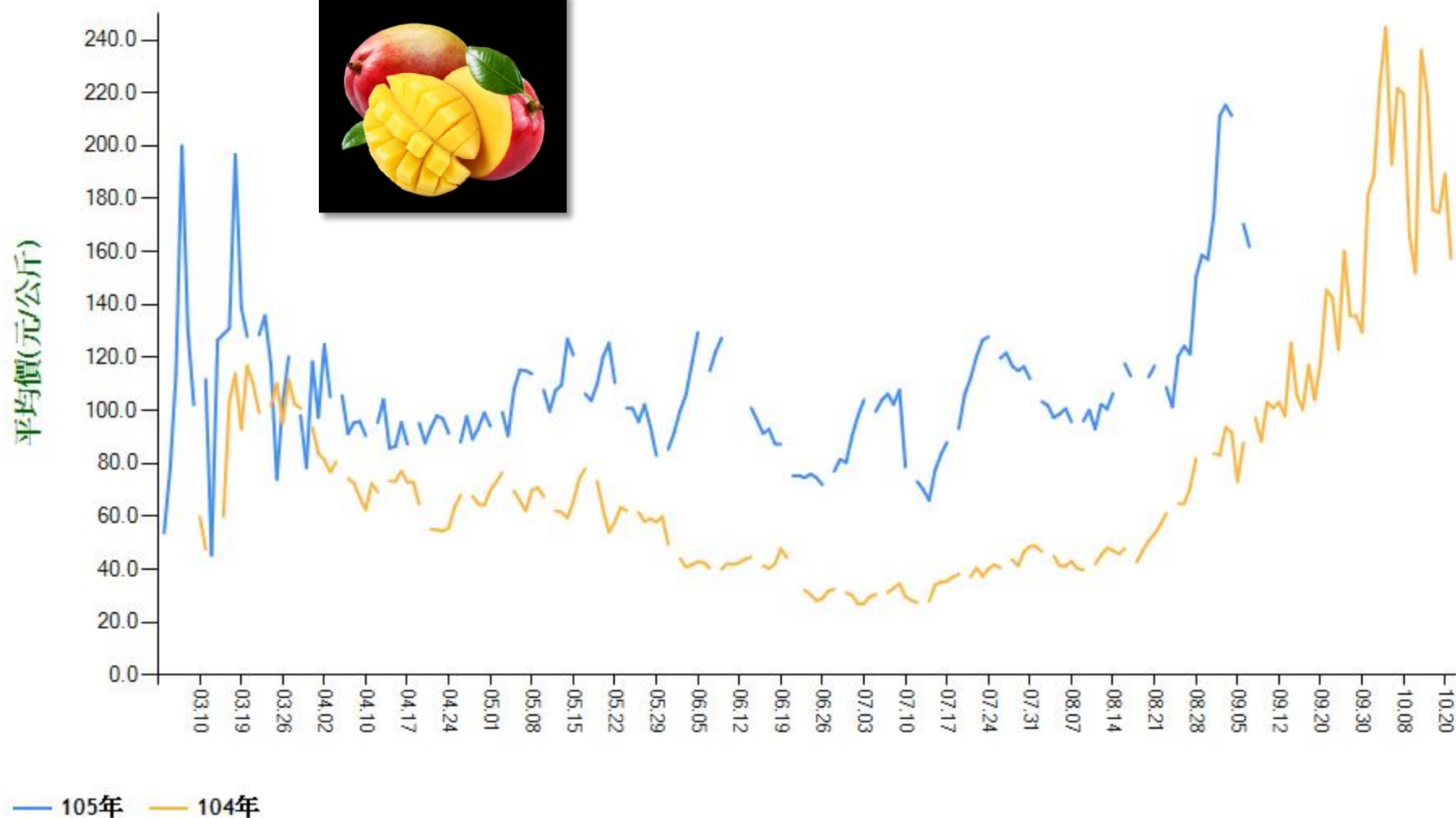


## Pork price

各地毛豬交易行情

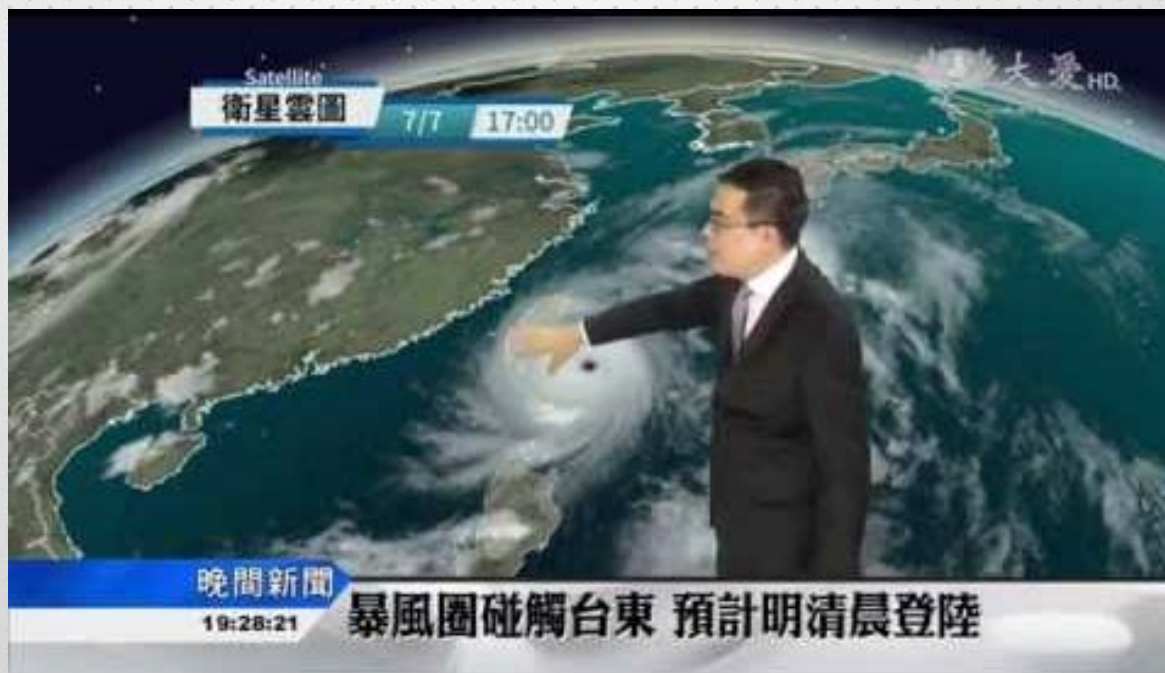


兩年日交易價量比較圖



# Increase Public Awareness

- Daily Warning → No Warning



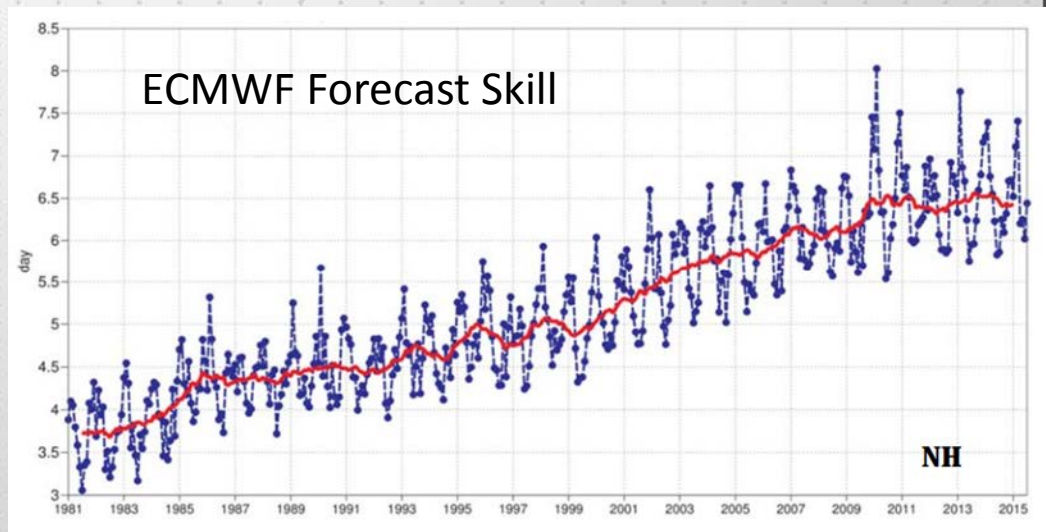


# Weather Forecast skill increase

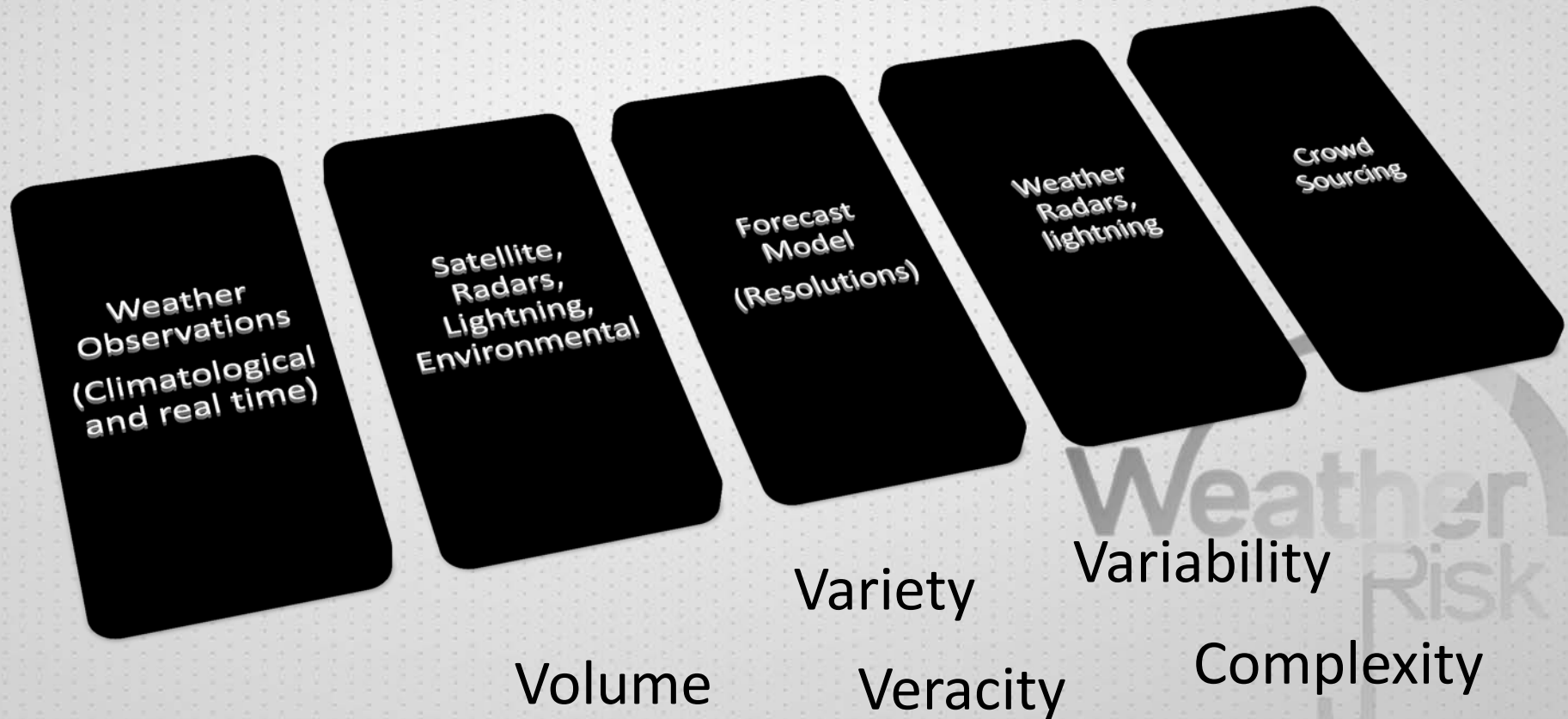
Science

Computer

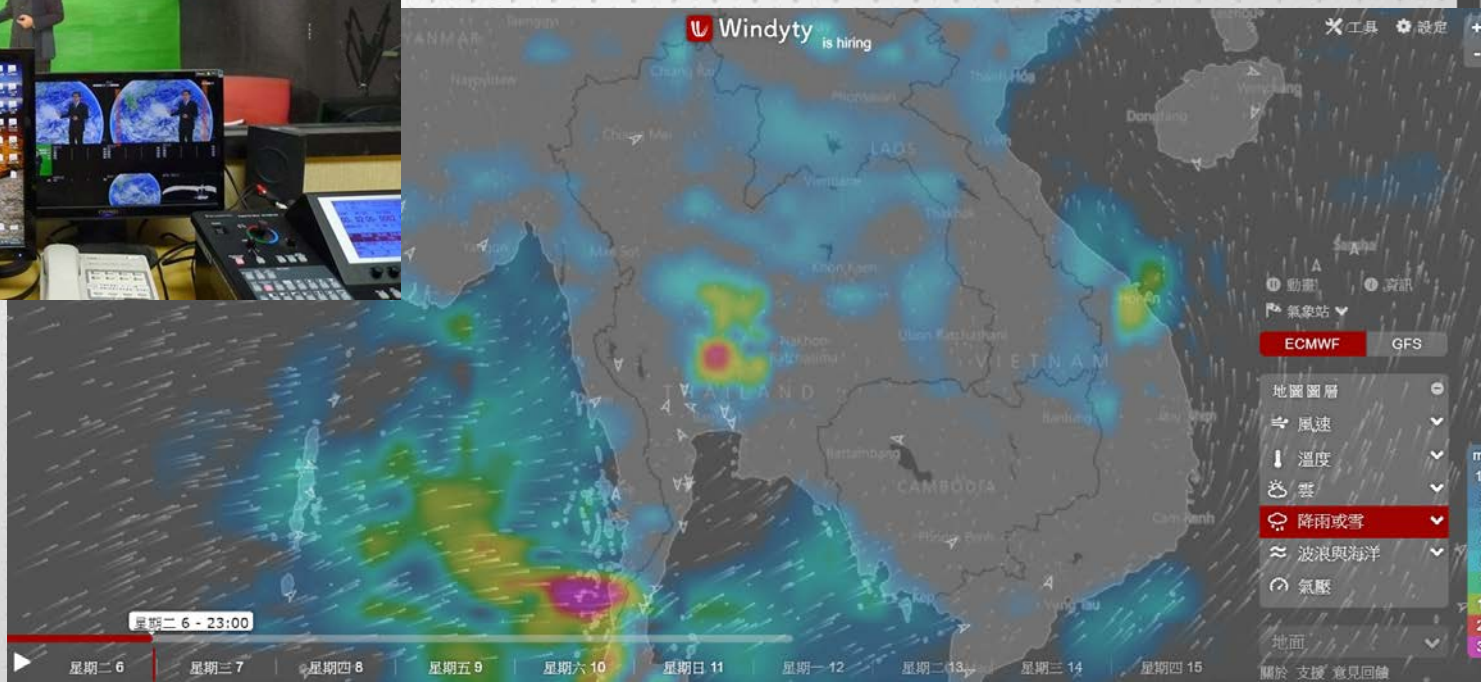
Data  
Assimilation



# Weather Data is provided in freely in machine readable format



# Profession vs. We Media





# When Experience meet Climate Change



Farmer Calendar





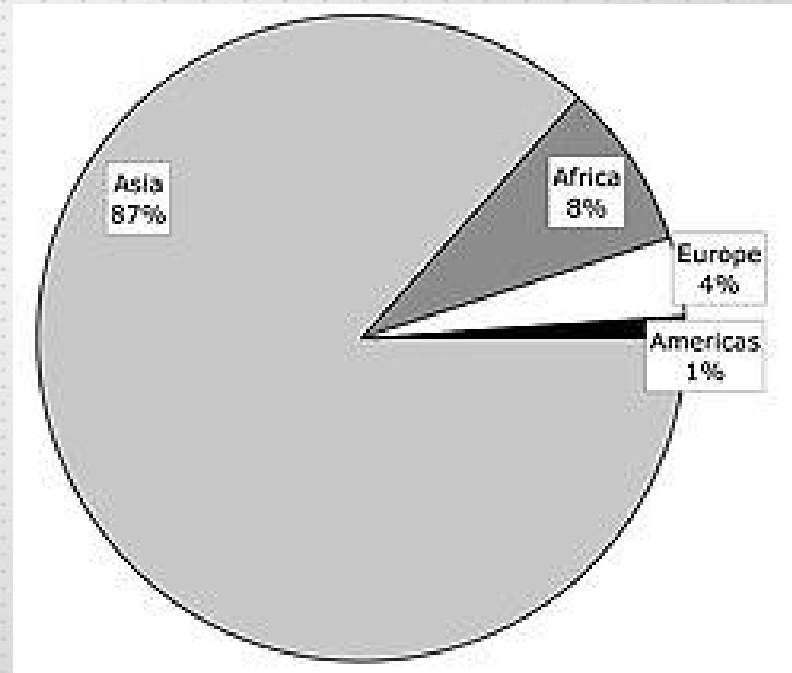


# Small-scale Farming in Asia

	Mean farm size (hectare)
US	178.4
Latin America	111.7
South-East Asia	1.8
South Asia	1.4

With high population density and complicated terrain types, the average farm size in Asia is smaller than which in America.

**Regional distribution of small-scale farms**





# We met problems

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## Public Service

Gov vs. Private

Small but  
Many

Transparency

Feedback

Education



Farmers



Brokers



Supermarkets



Restaurants

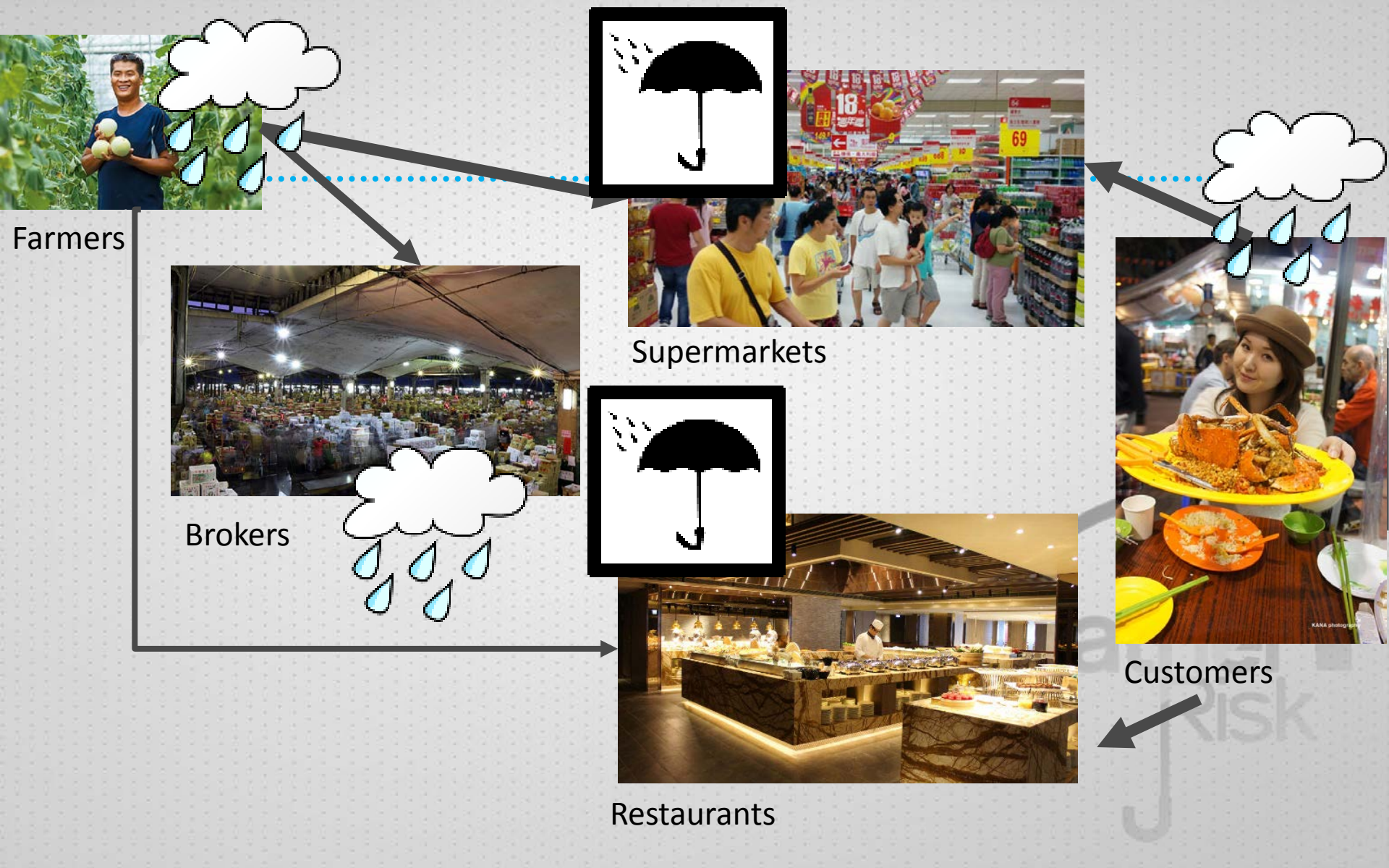


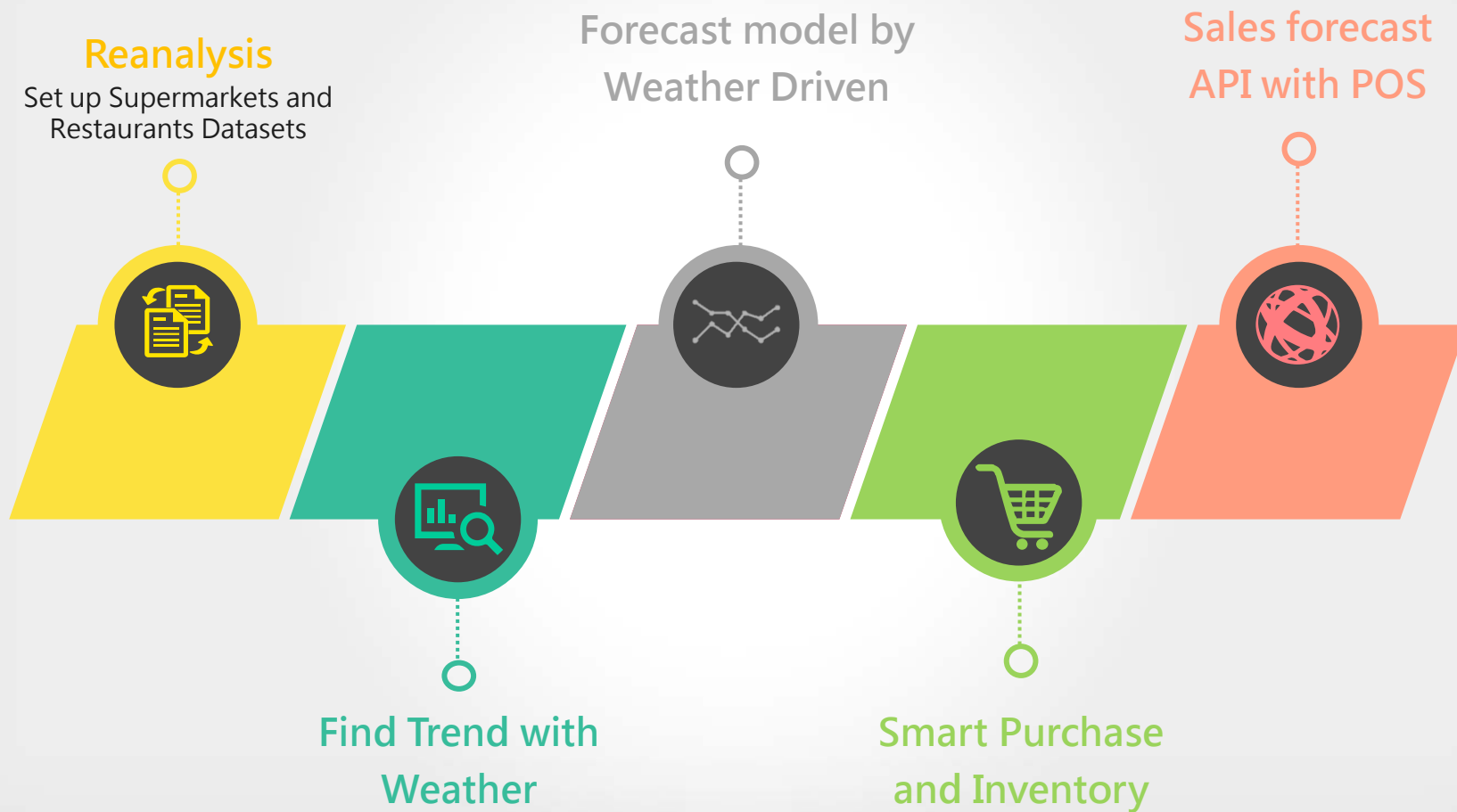
Customers

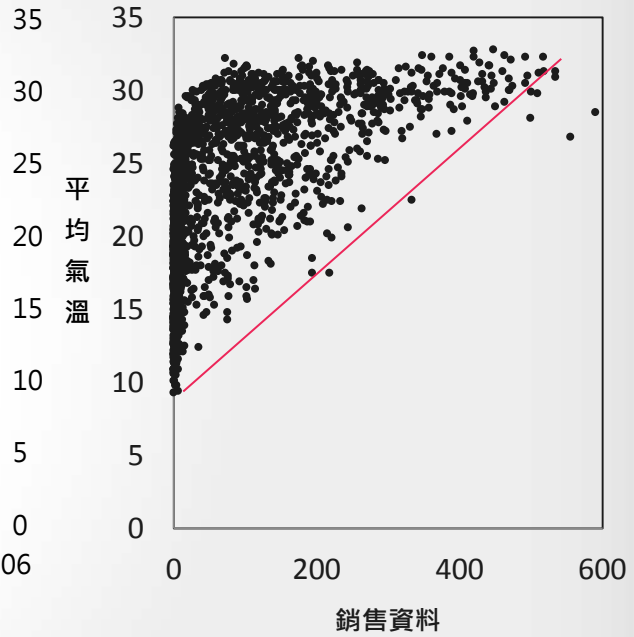
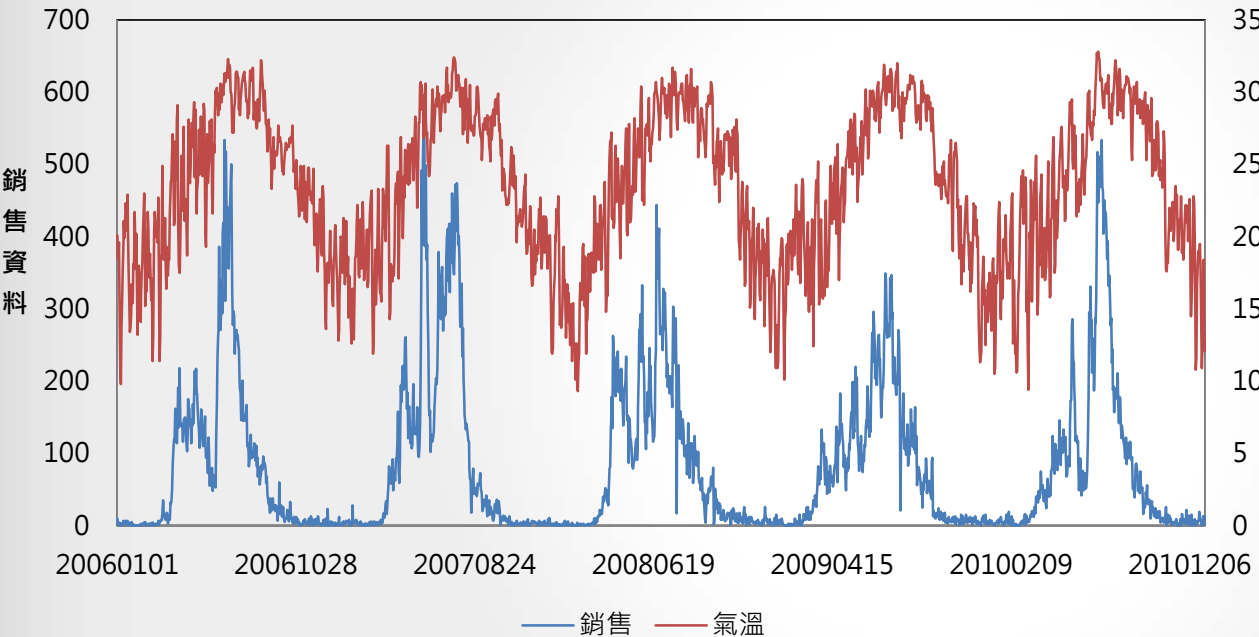




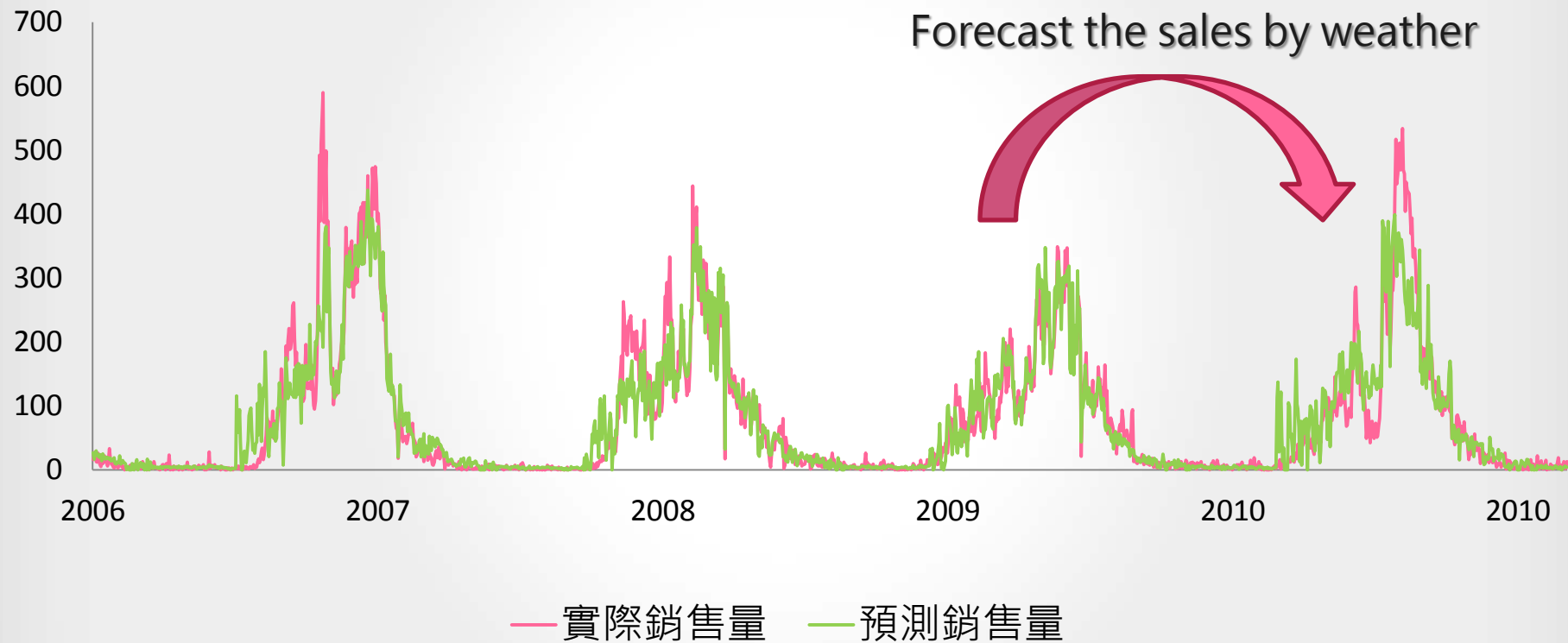












## Increase sales

- ✓ Inventory Management
- ✓ Benefit
- ✓ Fresh food
- ✓ Higher customer loyalty

## Reduce Wastes

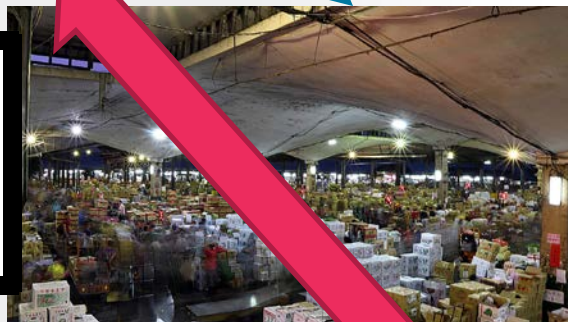
- ✓ accurate deployment of supply and demand
- ✓ reducing product markdowns
- ✓ Reduce food safety risks
- ✓ CSR



Farmers



Supermarkets



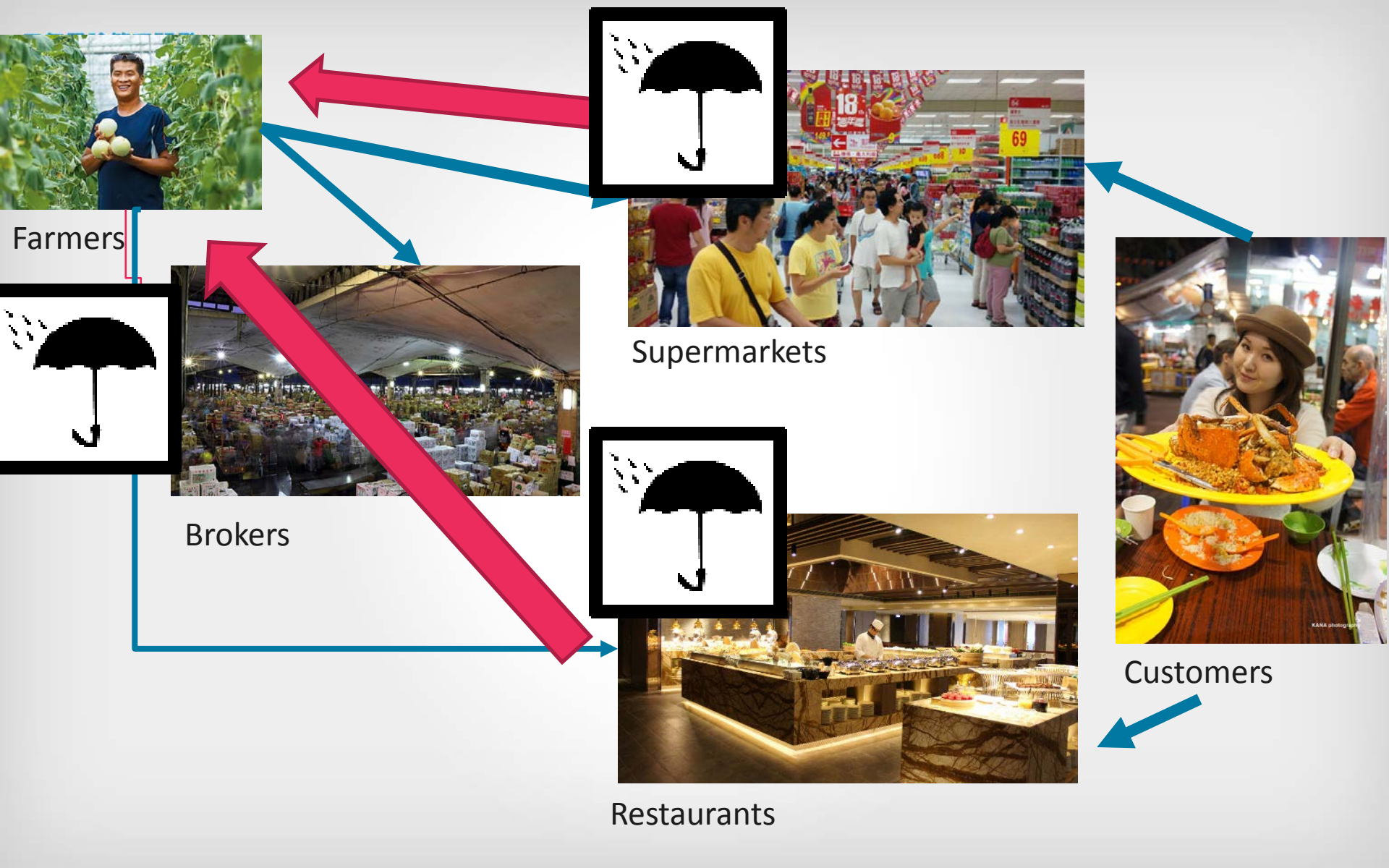
Brokers



Restaurants



Customers







# Thank you

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