



TRAZAPI: Optimizing Beekeeping Operations and Ensuring Traceability"

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TrazAPI is an all-in-one platform designed to optimize the management of apiaries in tropical regions. With advanced tools TrazAPI improves productivity, ensures honey traceability, and helps beekeepers face challenges such as honey adulteration and climate change.

Traceability needs



Problem: producers and consumers face difficulties verifying honey processes and lots.



Solution: TRAZAPI, a SaaS and open-source platform, designed to manage apiaries, inventories, and work orders while showing consumers a verifiable history of each lot through a QR code.

How it Works



Scan: Consumers or inspectors scan the QR code from the package or poster.



Verify: Origin, processes, dates, and activities are displayed.



Trust & Share: Each lot has a unique public URL to share its story.

Purpose



Digitize field activities.



Ensure transparency across the value chain.



Support decision-making with real-time data.



Empower producers, organizations, and consumers.

Benefits for Beekeepers



Empowerment through data: Beekeepers gain control over their own production records, with transparent and verifiable information.



Simplified management: Daily tasks, hive monitoring, and treatments are digitized, reducing paperwork and human error.



Market access: Full traceability increases trust with consumers and opens doors to national and international markets.

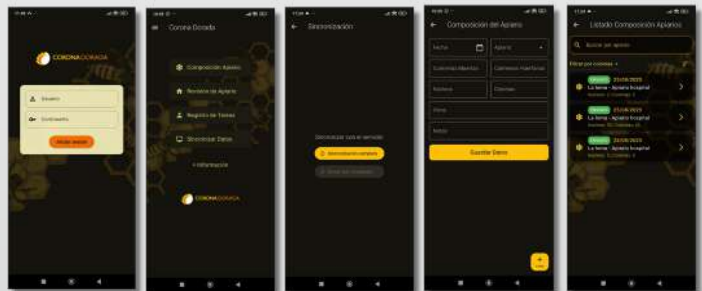


Fair recognition: Producers can demonstrate the quality of their honey with scientific traceability, adding value to their brand.



Sustainability & resilience: By tracking inputs, treatments, and harvest cycles, beekeepers strengthen both productivity and environmental responsibility.

App interface (Android version)



Web Interface (Desktop version)



Key Features



QR per lot: Unique and secure public page for each honey lot.



Integrated management :Work orders, inventory, purchasing/sales, and reports.



Open Source – Open architecture for audits, improvements, and integrations.



Offline ready – Field logging possible with limited connectivity.

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Scan the code and discover how TRAZAPI can transform your beekeeping operations, ensuring efficiency, traceability, and honey quality. Contact us today for a personalized demo.



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TrazAPI: Enhancing Beekeeping Efficiency and Traceability in Tropical Region

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Beekeeping in tropical regions faces unique challenges due to extreme climatic conditions, agricultural intensification, and the growing threat of honey adulteration. Bees suffer significant impacts from pesticide use and habitat loss, while beekeepers struggle with the lack of adequate tools to manage these issues effectively. In this context, TrazAPI emerges as a key solution. This comprehensive platform, combining an ERP and CRM system, optimizes the management of apiaries, inventories, and the commercialization of beekeeping products, with a focus on improving efficiency and usability.

TrazAPI stands out by integrating advanced tools such as georeferencing and remote sensing, enabling beekeepers to access real-time data about their apiaries' environmental conditions. This is essential in tropical areas, where conditions can change rapidly. The platform also incorporates IoT (Internet of Things) technology, allowing monitoring of variables such as temperature, humidity, and bee activity to improve productivity and protect the colonies. An innovative feature of TrazAPI is its AI-powered virtual assistant, providing instant support to beekeepers through a trained chatbot. This assistant answers questions about apiary management and inventory control. Additionally, it integrates with WhatsApp, making it easy for beekeepers to manage work orders and inquiries without the need for complex interfaces, significantly enhancing usability. TrazAPI also addresses honey adulteration with a complete traceability system that ensures the authenticity of each batch, building consumer trust and enhancing the competitiveness of beekeeping products. Furthermore, the platform enables consumers to learn more about the origin of the honey and the beekeepers behind the products, fostering a closer connection between producers and consumers. With the capability to manage inventories, medications, and essential resources, TrazAPI optimizes beekeepers' operations. This presentation will explore how TrazAPI is helping beekeepers overcome environmental and economic challenges by improving productivity, ensuring honey quality, and guaranteeing traceability across the supply chain. Additionally, we aim to help beekeepers maintain complete traceability and identify opportunities for improvement in their beekeeping business.