

# eHarvestHub's Blockchain Platform To Disrupt Agriculture In France

*French National Federation of Road Transport look to Blockchain to Assist with Food Transportation and Sanitation*

SAN FRANCISCO, CALIFORNIA, UNITED STATES, June 11, 2018 /EINPresswire.com/ -- Alvaro Ramirez, Founder and CEO of the blockchain-powered decentralized fresh food marketplace eHarvestHub, is preparing for expansion into the European continent having been specially invited to meet with the French National Federation of Road Transport, Fédération nationale des transporteurs routiers. While much of the project's activities have, until now, focused on the U.S. and South America, the team believe that the use of blockchain technology to help farmers is just as necessary in Europe.

eHarvestHub, which is backed by Tim Draper's [VenturesLab Fund](#), is on a mission to disrupt the food supply chain on a global scale using blockchain technology.

“We have a number of successful trials taking place in California and South America that connect local farmers’ produce directly to large retailers without the layers and layers of middlemen. Following the success of these, we’ve decided to look overseas at other countries whose agricultural sectors could greatly benefit from decentralization, and France, being the EU’s agricultural leader is ripe for disruption by the technology,” commented Alvaro Ramirez.

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*Alvaro Ramirez*

France is the EU’s agricultural leader, with roughly one-third of all agricultural land within the union, and the world’s sixth largest agricultural producer overall. It is also the world’s second largest agricultural exporter behind the USA, with wheat, beef, pork, poultry and dairy products being its

principal export products.

The eHarvestHub team has been invited to meet with the National Federation of Road Transport in France to discuss how eHarvestHub can help truckers meet sanitary regulations of fresh food transportation. They will also investigate how the decentralized food marketplace’s blockchain technology can increase truckers’ profit margins and transparency of load efficiency.



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eHarvestHub is a decentralized fresh food marketplace that enables small farmers to sell directly to grocers around the world, creating efficiency by allowing truckers to be hired directly by the farmer or grocer. By using blockchain technology and the unique EHH cryptocurrency, farmers get paid higher prices, truckers make more money and grocers can provide consumers with true food transparency.

For more information about the project and eHarvest Hub's Vision please visit the website at <https://www.ehhico.com/>

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#### About eHarvestHub

eHarvestHub is a decentralized fresh food marketplace that enables small farmers to sell directly to grocers around the world, creating efficiency by allowing truckers to be hired directly by the farmer or grocer. Powered by blockchain technology, third parties are no longer needed to negotiate prices and agree on transportation. Farmers and truckers can be paid faster, while consumers get full transparency of food origin and how much farmers and truckers are paid.

For more information, visit: <https://www.ehhico.com/>

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