

Within a few months, Premise Contributors mapped thousands of individual palm collection points across the region, with each location accompanied by qualitative observations and photographs.

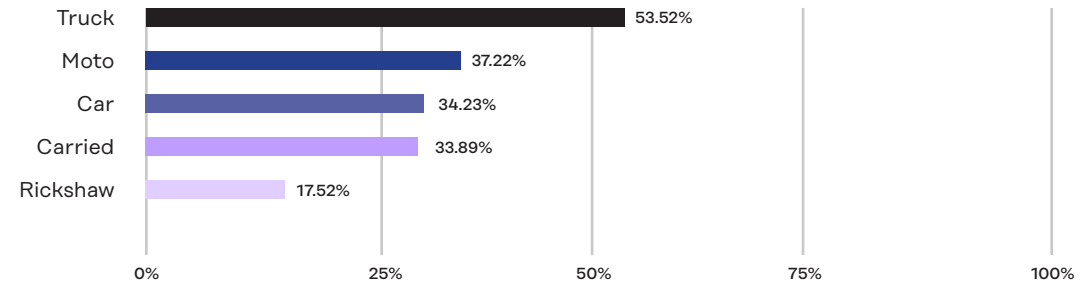
Findings

Premise Contributors documented previously unseen types of pick-up sites, which Unilever was able to use to update their operations directory. The findings exposed inaccuracies in the client's assumptions around the size, distribution, and complexity of the palm fruit supply chain. Small, informal pick-up spots with little or no infrastructure were significantly more common than previously thought. In fact, these sites were discovered to supply the majority of the fruit to surrounding mills.

Additionally, Unilever learned through Premise that there was a coordinated approach among local drivers to collect the palm fruit on dedicated days, in certain areas, within the region.

Finally, the price was found to fluctuate more over time than between pick-up locations, suggesting that the size of the pick-up site had less impact on the price than previously believed.

How is the palm fruit being transported away from the collection center?



Implications

Equipped with these observations from Premise, Unilever was able to:

- Learn the location of palm fruit pick-up sites, their distance from processing mills, and travel times throughout the supply chain's first mile
- Gain insight into the distribution and frequency of palm fruit collection points and the resulting effect on pricing
- Become more transparent and data-driven in their commitment to creating sustainable supply chains

About Premise

Premise is an on-demand insights platform. Our technology mobilizes communities of global smartphone users to source actionable data in real-time, cost-effectively, and with the visibility needed. In more than 135 countries and 37 languages, we find Data for Every Decision™.

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