

FoodSHIELD: Collaboration Portal for Food and Agriculture Protection

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FARMVILLE vs REAL FARMS

The web's most popular game and the world's most practiced profession go head-to-head.



TOP FARMVILLE CROPS

-  Strawberries
-  **Wheat**
-  Grapes
-  White grapes
-  **Rice**
-  Pumpkins
-  Cranberries
-  **Soybeans**
-  Peas
-  Sunflowers

Estimates say FarmVille maker, Zynga, pulled in as much as

200%

more net profit in 2009 than Facebook itself.

TOP WORLD CROPS

-  Sugar cane
-  Maize (corn)
-  **Wheat**
-  **Rice**
-  Potatoes
-  Sugar beets
-  **Soybeans**
-  Oil palm fruit
-  Barley
-  Tomatoes

Agriculture makes up

5%

of Gross World Product.

**500 MILLION
ACRES**
OF FARMLAND HAVE
BEEN FARMED ON
FARMVILLE IN THE
FIRST 15 MONTHS.*

THERE ARE
930 MILLION ACRES
OF FARMLAND IN THE U.S.

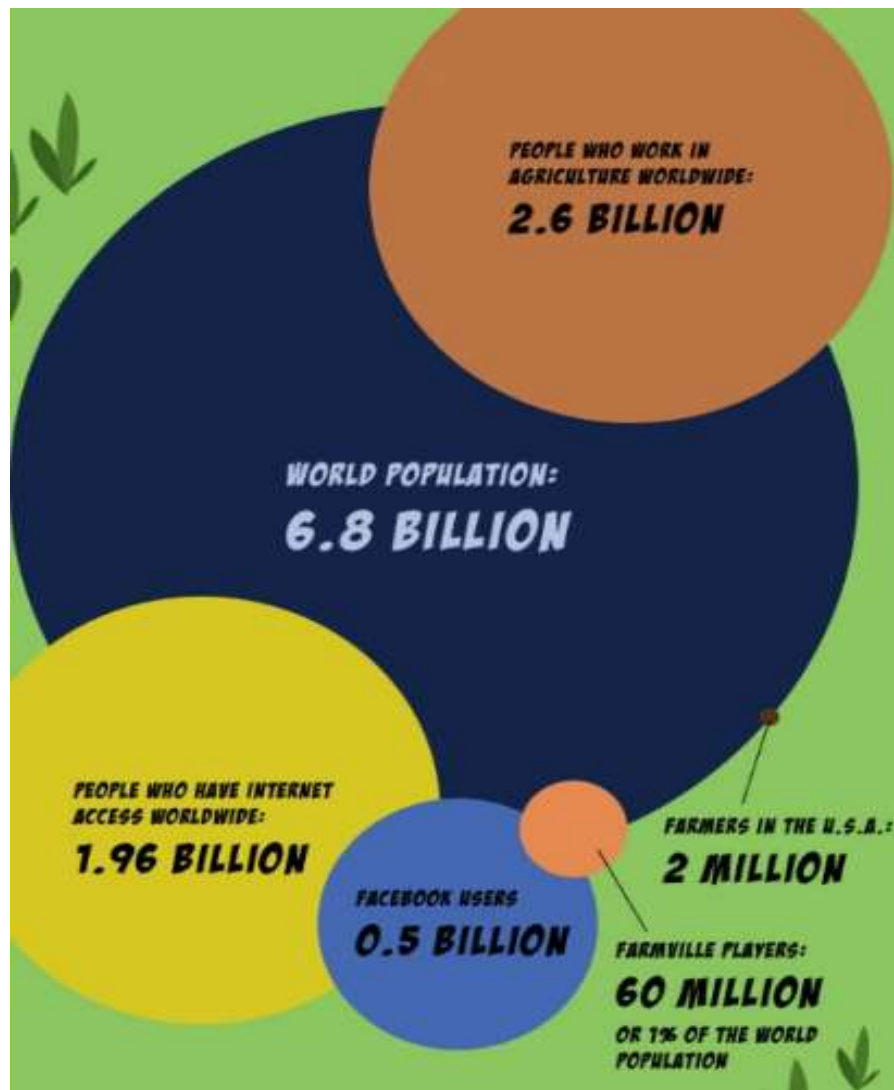
*Based on sq. feet of Farmland, not just the number of plots



**GENDER
RATIO**



Female-operated
farms



Background

- The FoodSHIELD portal is built on a larger platform called CoreSHIELD
- CoreSHIELD provides the profiling, mapping, and indexing of members across the food and agriculture sector
- The Multi-State Partnership & SAADRA sites are built on the CoreSHIELD platform

Background

- Multi-State Partnership & Southern Agriculture and Animals in Disaster Response Alliance (SAADRA) approached us about creating a secure, collaboration portal for their membership
- Working closely with our team, I am happy to show the end result the NEW Multi-State Partnership site.