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*“Informed or responsible decision making, knowing the difference between facts and fiction”* : User demand and role based tools in the sustainable food security continuum



# **Informed or Responsible Decision Making, Knowing the Difference Between Facts and Fiction**

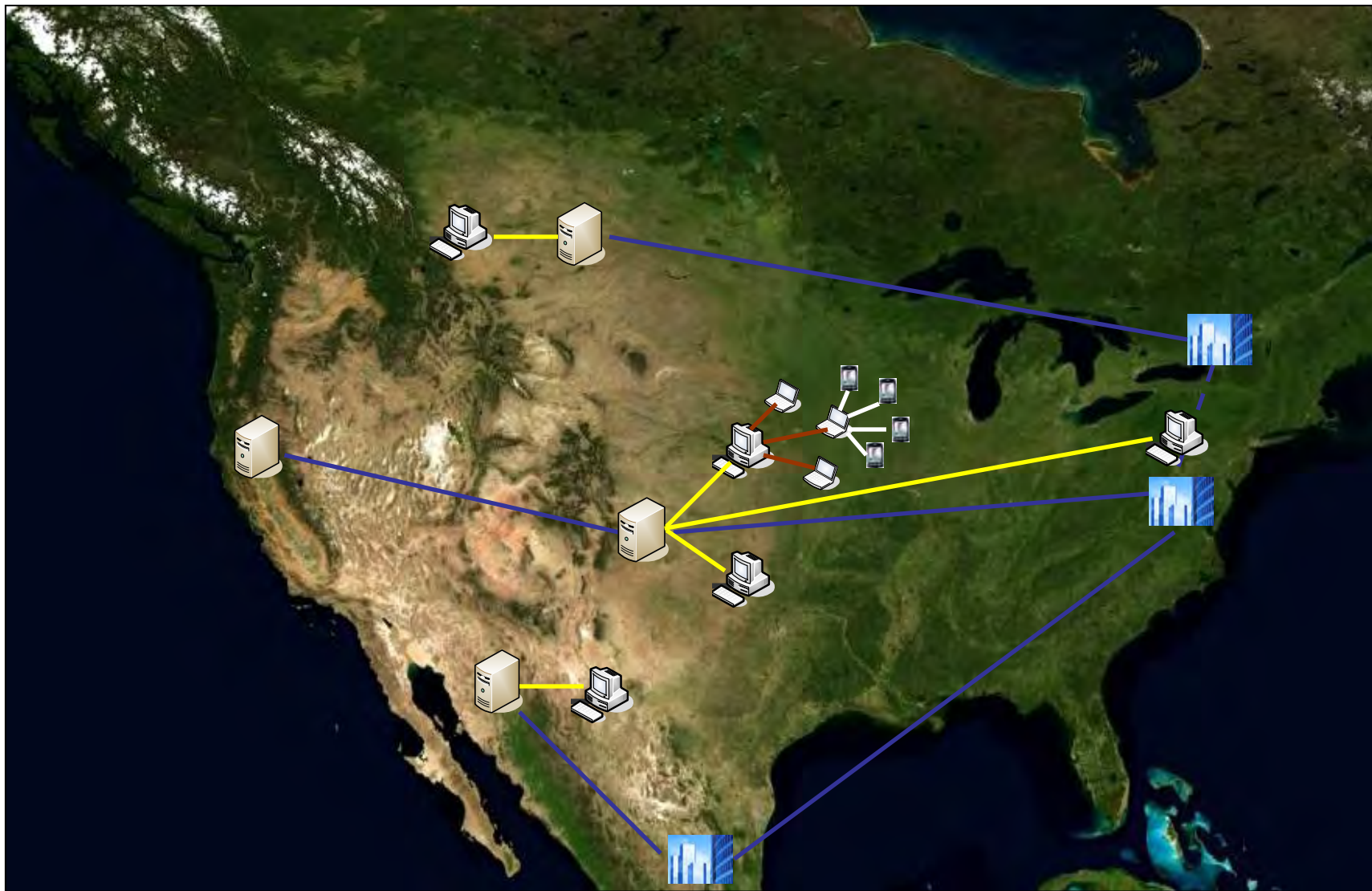
*User Demand and Role-Based Tools in the  
Sustainable Food Security Continuum*



**Joe Russo**

**March 2, 2010**

# Network of Computers Serving as Information Nodes



 **National Level**


 **Regional Level**

 **State Level**

 **County Level**

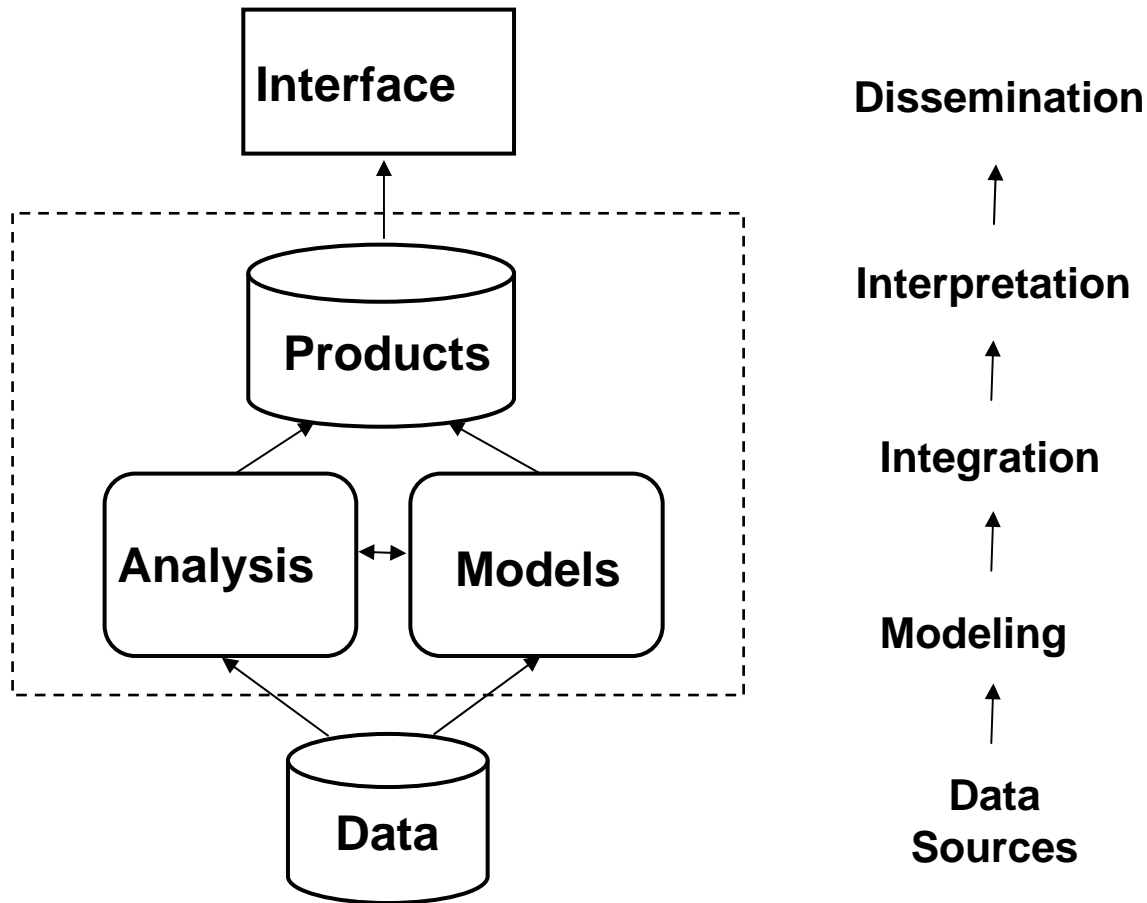
 **Local Level**

# Hierarchy of Agricultural Expertise Through Nodes

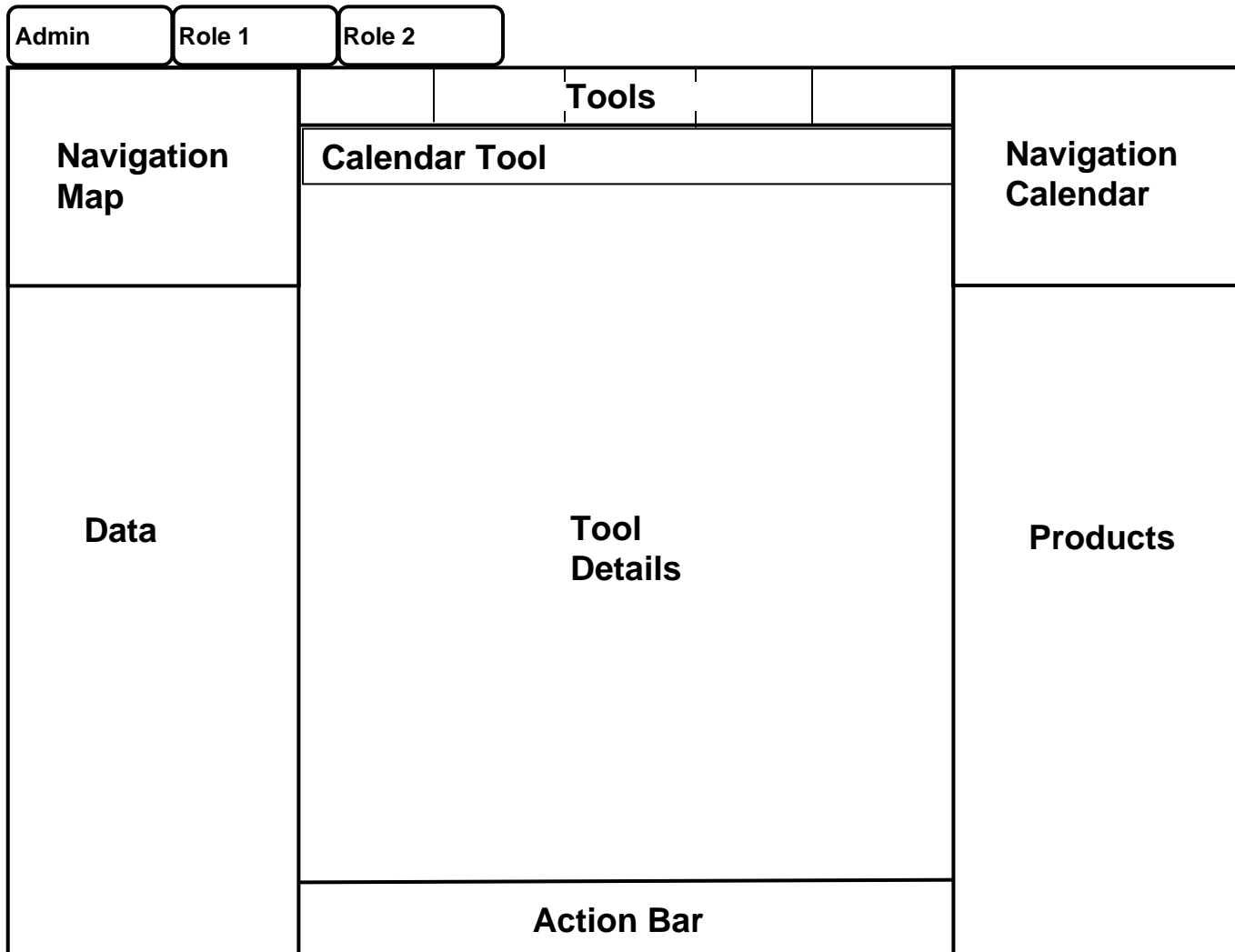
Level		Role
International		Distinguished Researcher, Global Tracker, Model Developer, Policy Maker
National		Principal Researcher, Country Tracker, Model Developer, Policy Maker, Commentator
Regional		Project Researcher, Regional Tracker, Model Interpreter, Commentator
State		State Tracker, Model Interpreter, Commentator, Field Observer
County		County Tracker, Model Interpreter, Commentator, Field Observer
Local (Grower)		Local Tracker, Field Observer, Record Keeper, Steward (compliance)

# Architecture of a Node

(Simplified Depiction)



# Generic Role-Based Platform



# Pollen Platform as Example

Pollen - Windows Internet Explorer

http://pollen.zedxinc.com/cgi-bin/login.cgi#


File Edit View Favorites Tools Help

Pollen

[Logout](#)

My Account ZedX Administrator Quality Control Aerobiologist Phenologist Allergy Sufferer Bibliographer Bibliography

Data Entry Location



**Data Tree**  
[United States](#)

Location:

Longitude:

Latitude:

Country:

State:

City:

Address1:

Address2:

Elevation (m):

Pollen Type:

Species:


Habitat Type:

Optional Details

Sun Exposure:

Plant Location:

Slope:

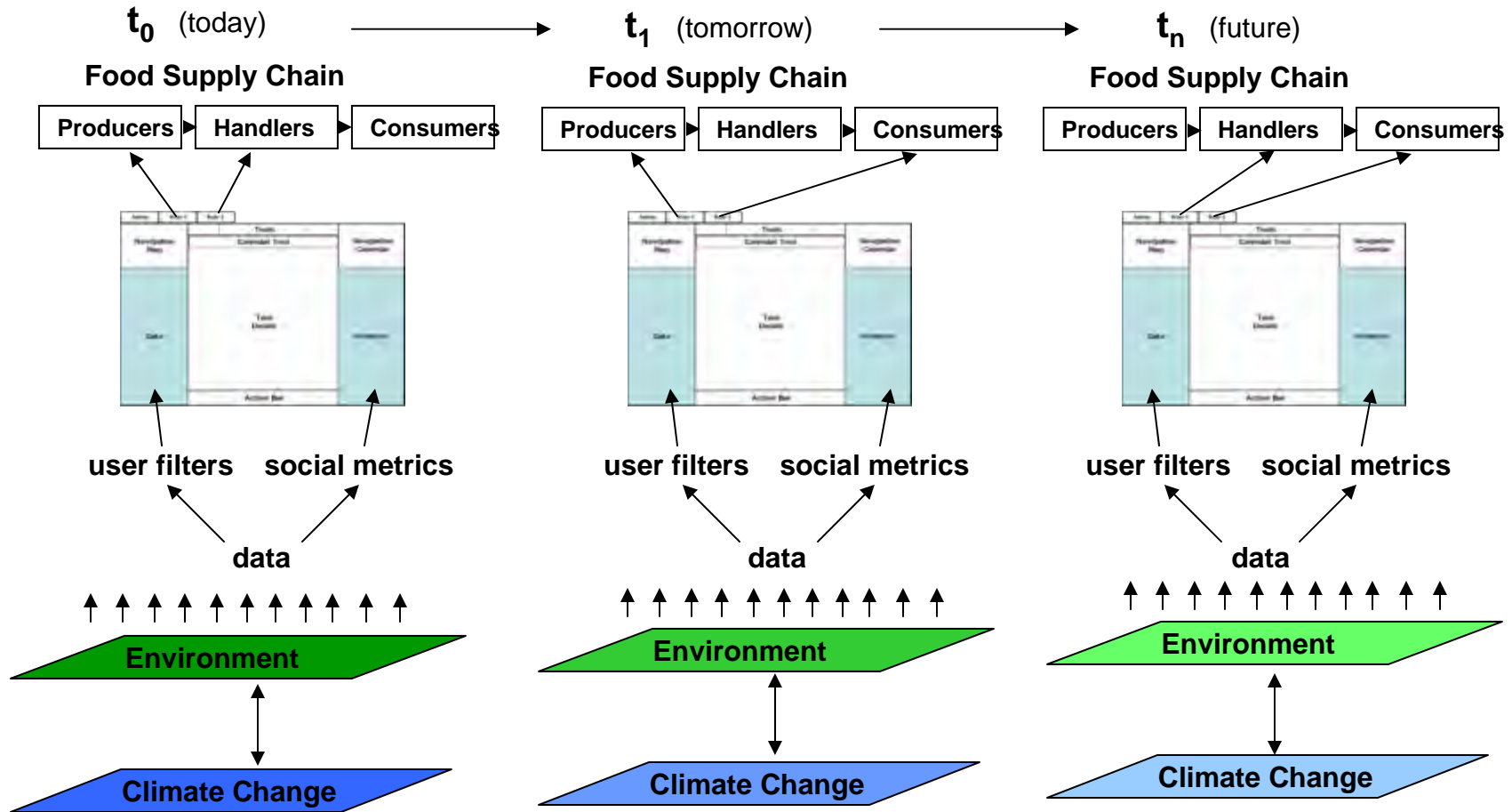


Action:

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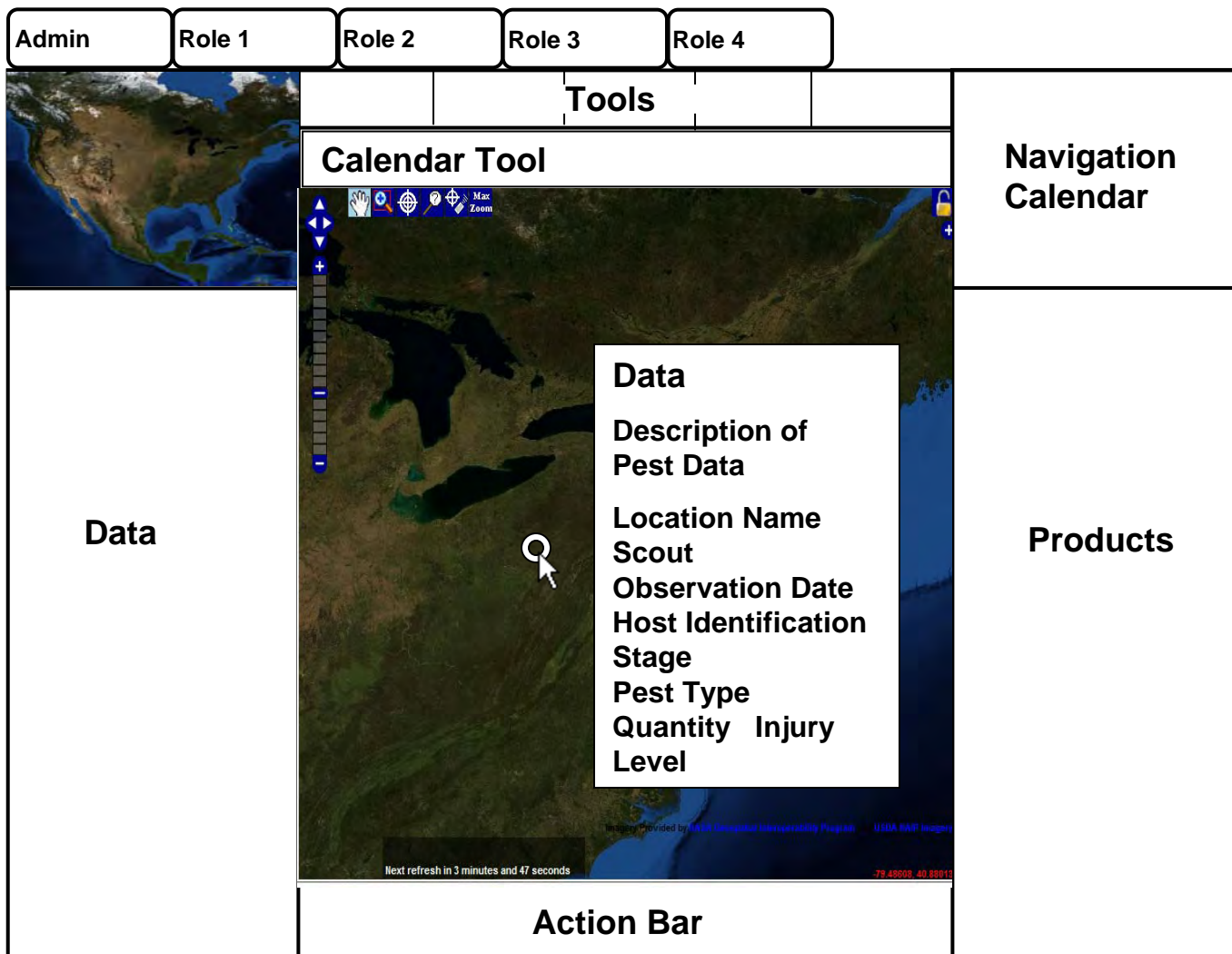
Done Internet 100%

# Food Supply Chain Role-Based Platform

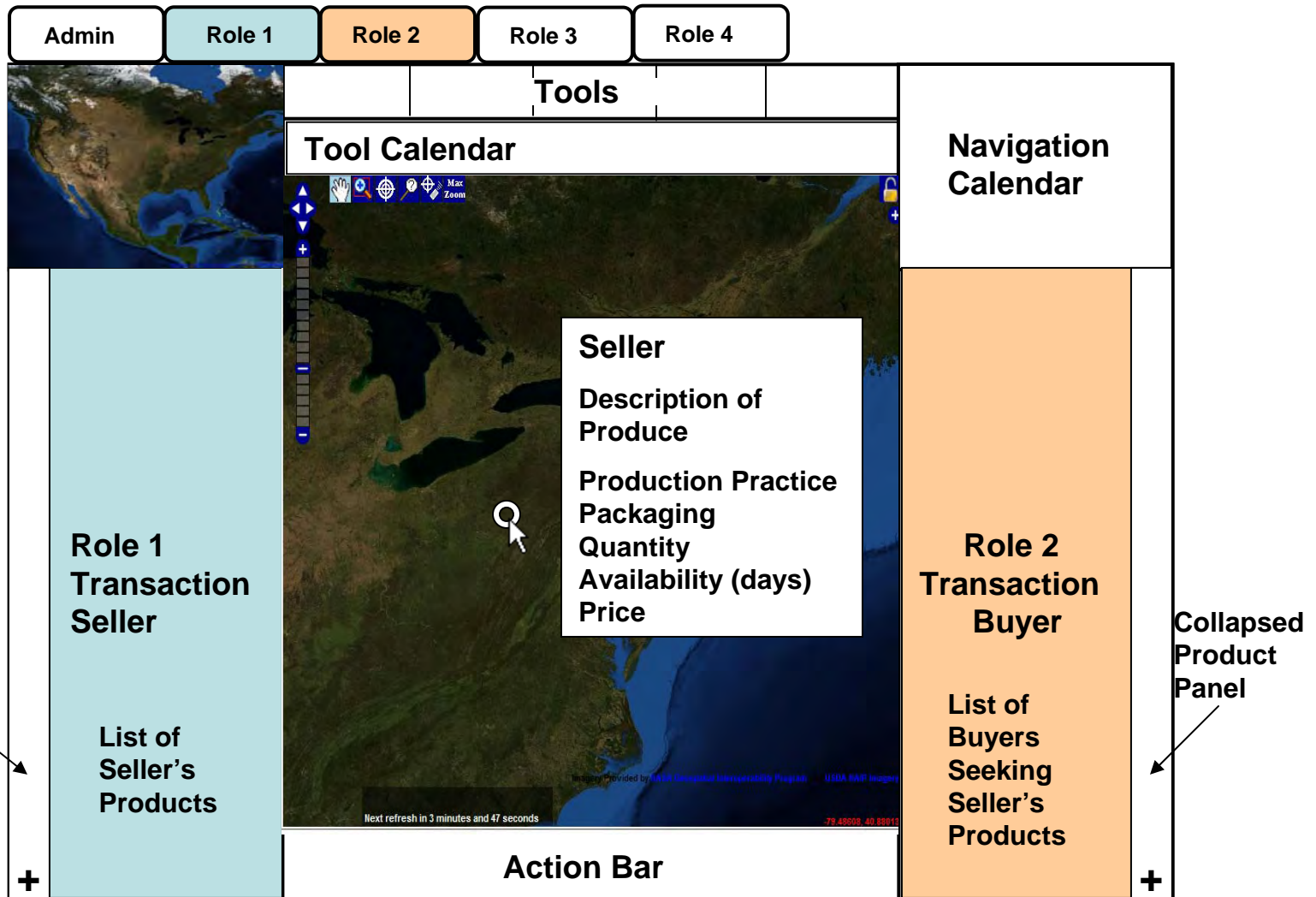




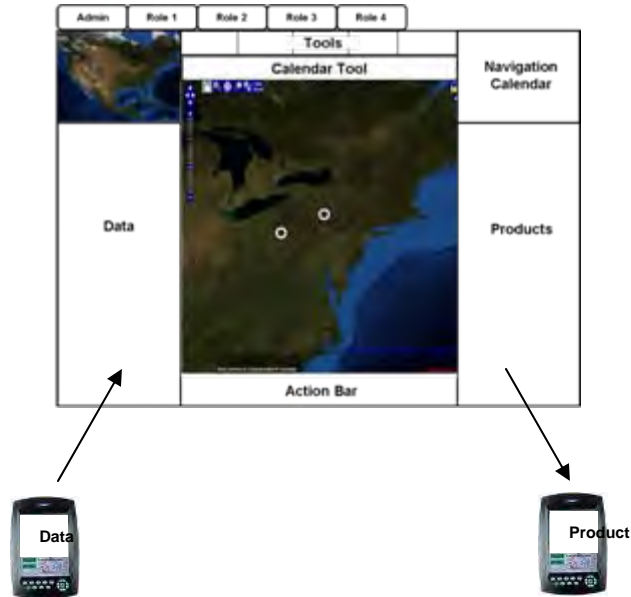
# Food Supply Chain Role-Based Platform



# Food Supply Chain Role-Based Platform



# Food Supply Chain Role-Based Platform



Smartphones as an affordable tool for the transfer of information to and from platform

Platforms as a centralized depot for the management of information among all stakeholders

