

# CONNECTING € FOOD

## FOOD TRANSPARENCY BLOCKCHAIN

WE HELP BRANDS ENTER  
A NEW ERA  
OF FULL TRANSPARENCY

**67%**  
of shoppers  
don't trust the food brands\*

### TRACEABILITY

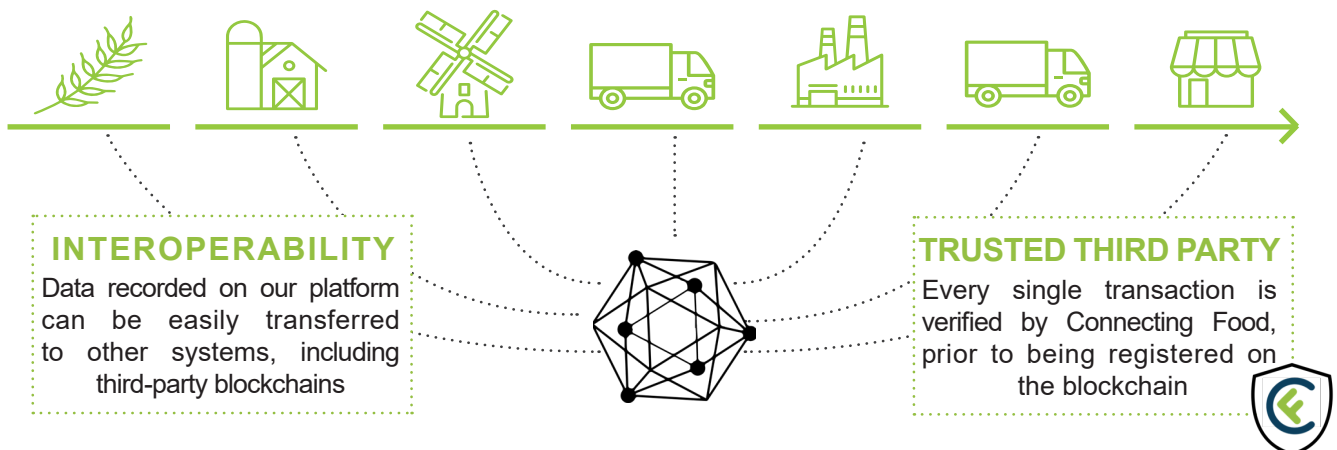
Real-time traceability throughout  
the supply chain, from farms to consumers

### PROVE YOUR PROMISES

100% digital auditing, batch by batch, ensuring total  
product compliance with specifications

\*Study by the Center for Food Integrity, USA, 2018

Traceability today exists in fragmented silos amongst the various actors in the food chain.  
Our platform allows clients to connect batches of raw, semi-finished and finished products together  
in order to have a holistic view of a product's journey in real time.



### BRANDING

Create value for your products  
Position yourself as an open  
& transparent company

### SUPPLY CHAIN

Know at all times  
where your products fall  
in the food supply chain

### QUALITY

Reduce recalls & waste  
by receiving non-compliance  
alerts in real time

# CONNECTING FOOD HELPS YOU LEVERAGE YOUR DATA

#1

## COLLECT

Existing data from each actor of the food-chain, using information systems, connected objects or data interfaces.

#2

## AUDIT

Prove the product's quality & commitments, continuously and in real-time, by verifying the compliance of each transaction or transformation action.

#3

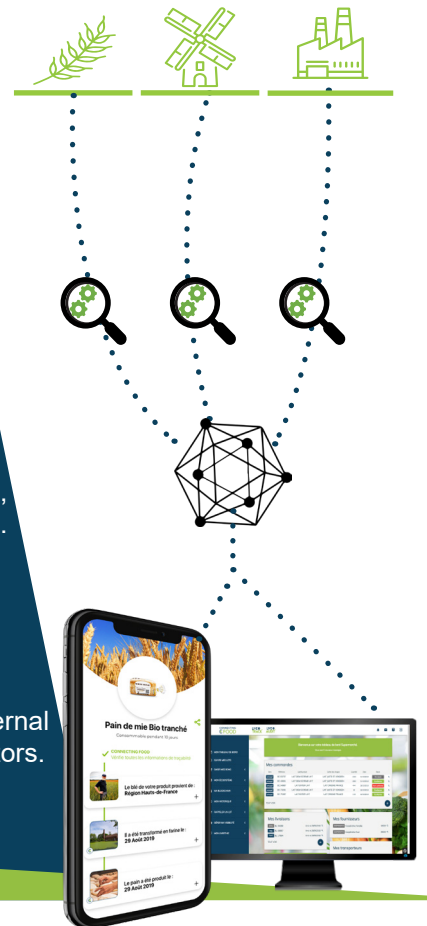
## RECORD

Data is verified in an ultra-secure way thanks to the Blockchain, a trusted third party that guarantees immutable data.

#4

## SHOWCASE

Trusted and chosen data within you ecosystem, for instance : internal procurement teams, client's blockchain systems, final consumers, auditors.



## JOIN OUR CLIENTS AS ACTORS OF THE FOOD REVOLUTION



“

Simply making promises to consumers was no longer sufficient. We wanted to be certain that the products we were putting on the market were truly compliant with criteria and specifications. Connecting Food has been key in helping us keep our promises and **meet consumer expectations**.



We chose Connecting Food based on 3 criterias : their understanding of the agrifood business, their game-changing **LiveAudit®** module, and the knowledge and experience of their team, who are all very professional and come from major IT & Food companies. This gave us the confidence to partner with Connecting Food.

”

## FOOD-CHAINS ARE GLOBAL : SO ARE WE !



Cereals



Milk



Eggs



Pork meat



Duck meat



Wine



Vegetables



Fruits



Honey



Genetics



## CONTACT

### Pay us a visit !

We are based in

**STATION F**

5 Parvis Alan Turing,  
75013, Paris, FRANCE



Connecting Food



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@Connecting\_Food

### Get a demo !

[contact@connecting-food.com](mailto:contact@connecting-food.com)



[www.connecting-food.com](http://www.connecting-food.com)