FOOD TRANSPARENCY BLOCKCHAIN
EXECUTIVE SUMMARY

VISION

• Powerful food actors will be those who engage in a proactively transparent relationship with their clients and consumers
• They must be capable of protecting their reputation because they are equipped to monitor and provide proof that promises are kept in each product
• In the digital era food marketing is moving from “tell and believe” to “show and prove”

HOW WE ARE ADDRESSING MARKET NEEDS

• We enable food players to monitor and prove their promises and build up reputation
• Leveraging technology and data for the marketing of proof
  ✓ Real-time traceability to see the product journey
  ✓ Digital audits to prove promises are respected
  ✓ Consumer webapp for transparency

AMBITION & MARKET POTENTIAL

• Become a world-class provider of food transparency blockchain solutions, allowing for marketing of truth and improved food security
  ✓ Reinvent the global food audit market worth $10 billion USD
  ✓ Increase food safety, reducing food waste and product recalls
  ✓ Restore consumer trust by responding to their demands for transparency
CONSUMERS ARE DEMANDING MORE TRANSPARENCY IN FOOD

Only 33% trust food vs 47% just one year ago*

75% will switch to a brand giving more detailed product information vs 39% in 2016**

‘I scan there for I am’ – since it’s creation 2 years ago, the barcode scanning app Yuka has accumulated 15 million users

* Center for Food Integrity study, 2018
** Food Market Institute study - Sept 2018
MULTIPLE RECENT FOOD SCANDALS AND RECALLS HAVE DIMINISHED CONSUMER CONFIDENCE IN BRANDS

However, there is hope that ‘Blockchain will facilitate $31 billion in “food fraud savings” by the year 2024’*


These scandals have great impact on brands’ reputations and finances: up to $10 million dollars in direct costs alone*

*2017 Food Marketing Institute Study

Examples: e.coli-contaminated lettuce – lasagne made from horse meat – fipronil-contaminated eggs
We are a B2B Foodtech company using Blockchain for **real-time traceability** and **digital auditing** from farm to store.

We help our clients can **showcase transparency** and **prove their promises** to their customers and consumers.
We work with brands and farmers to bring existing data alive and create value.

We do this by:

- **Leveraging existing traceability data** to link batches to show product ingredient origin and transformation.

- **Digitally auditing supply chain data** and continual mass-balance calculations to check product promises are respected in each product.

- **Using Blockchain as a trusted third party** so transparency can be showcased to the consumer and registered information remains tamper-proof.
OUR BENEFITS REACH ACROSS ALL DEPARTMENTS

Be alerted in real time of product non-compliance. **Improve product quality while reducing food wastage.**

**Quality**

Maintain a clear vision of your supply chain at all times. Recall products quickly and easily.

**Logistics**

**Sales**

Improving your brand image, prove your promises to your customers and consumers. **Position your company as innovative and transparent.**

**Marketing**

Stand out from your competitors by providing your customers with full traceability and quality auditing, enhanced by the power of the blockchain.
4 STEPS TO LEVERAGE DATA FOR BLOCKCHAIN TRANSPARENCY

#1 C O L L E C T
existing data from each actor using information systems, connected objects or data interfaces

#2 A U D I T
and prove quality & engagements, continuously and in real-time, by verifying the compliance of each transaction or transformation action

#3 R E C O R D
data verified in an ultra-secure way thanks to the Blockchain, a trusted third party which guarantees unalterable data

#4 S H O W C A S E
verified data with your ecosystem:
  • Internal procurement teams
  • Clients' blockchain systems
  • Linking to consumers
  • Auditors

Mathematical algorithms for auditing data

Blockchain ensures data is tamper-proof

✓ Origin
✓ Certificates (Organic)
✓ …

Real time traceability & audit dashboard
Interoperability with other blockchains
B2C Webapp
We also transform the collected supply chain data into a WebApp, accessible for shoppers via a QR CODE. Companies and brands can SHOWCASE quality criteria such as: ingredient origins, farming practices, and environmental/sustainability efforts.
HOW ARE WE UNIQUE?

- Connecting Food’s blockchain platform was designed by Agrifood actors for Agrifood actors.

- We are the only company with the capability to digitally audit food supply chains 24/7 in real-time.

- Our know-how and business model is focused on food and FMCG model (high volumes / low unit margin).

- Our Solutions are interoperable with all food actor systems and underlying blockchain standards.

- Our Leadership team has years of experience in both food and tech, giving them direct knowledge of industry challenges.
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