Mondelēz International

SNACKING MADE RIGHT

After carrying out a worldwide scouting, Mondelez chose Connecting Food's blockchain platform in order to respond to the growing consumers demands for transparency.

CLIENT OBJECTIVES

Promote their strong commitment to the Harmony charter and share it with their consumers, reinforcing trust in an iconic brand.

Highlight the proximity between fields and factories to showcase short distribution circuits and a local supply chain.

Reconnect consumers with the origins of the product, and give farmers a platform to highlight their expertise and share their story.

WHERE INNOVATION MEETS TRANSPARENCY

« This technology allows us to better communicate with our consumers. They are now able to have full visibility on our wheat production. Prior to our collaboration with Connecting Food, we already had all the data in various systems, but we weren't leveraging it. Now, we can maximize our productivity by truly understanding its impact. »

Cecile DOINEL, R&D Project Manager at Mondelez

COMPLETE TRACEABILITY

STARTING AT THE FARM

FARMERS

**Region of the wheat
Date of harvest**

Harmony-contracted
farmers

COOPERATIVES AND STORAGE OPERATORS

TERRENA
LA NOUVELLE AGRICULTURE

CAPL
Coopérative Agricole du Pays de Loire

CAVAC
POSITIVE AGRICULTURE !

soufflet agriculture

MILLER

**Mill location
Date of milling**

Les Moulins **evelia**
Les farines d'aujourd'hui

moulins soufflet

PLANT

**Factory location
Date of production**

Mondelez France Biscuit
Production:
44690 La Haie-Fouassière,
France

ONE-STOP SUPPLY-CHAIN & LOGISTICS DASHBOARD

Mondelez suppliers and customers are centralized in one platform.

Among the most used functionalities: batch history and traceability, product quality monitoring & management of farmer certifications.

INVOLVEMENT ACROSS THE SUPPLY CHAIN

1300 Farmers

4 Cooperatives

2 Mills

1 Industrial Site

All Retailers

CHARTER HARMONY

LU
Créateur de biscuits depuis 1846

Herentals (Belgique)
Vervins
Granville
Jussy
Charleville-Mézières
Château-Thierry
La Haye-Fouassière
Besançon
Cestas
Toulouse

Harmony contract farmers grow their wheat as close as possible to the manufacturing plant. They receive a premium per ton of wheat for respecting the Harmony Charter.

The Harmony Charter brings together standard good agricultural practices for the sustainable cultivation of wheat.

A BLOCKCHAIN SOLUTION DESIGNED SPECIFICALLY FOR AGRIFOOD

Hyperledger is a private, permission-based blockchain. This technology was chosen by Connecting Food in order to allow their clients to share selected information across the supply chain in a secure manner.

ADDED VALUE ACROSS THE CHAIN

UPSTREAM

Strengthen the link between the different players in the wheat chain and enhance their know-how.

Prove the Harmony Charter promises regarding sourcing sustainable wheat grown with respect for the environment and the «Made in France» sourcing commitments.

Share data quickly and securely between 4 Cooperatives, 2 mills and 1 manufacturing site.

DOWNSTREAM

Build a relationship of trust with retailers, placing transparency at the heart of the Mondelez strategy.

Practise «Marketing of Proof» through a webapp that lets consumers verify that product promises have been respected for each and every batch.

Reconnect consumers with farmers and producers, the real people behind the products they purchase and consume.

CONSUMER EXPERIENCE

Most smartphones* today have an integrated QR code reader in their camera app, and consumers simply need to point their camera at the QR code.
Once on the webapp, they need to type in the batch number, in order to access dynamic information about the specific batch.

*Older Android phones may require the download of a QR code reading app from Google Play Store.