

# CLIENT TESTIMONIAL

CONNECTING  
**FOOD**  
EUROPE'S #1 BLOCKCHAIN

## Alessandra Bonacasa Head of Marketing & Sales Prospérité Fermière-Ingredia

« Experienced in International Marketing & Commercial Deployment for the Food Industry, I have been in the Prospérité Fermière-Ingredia team since 2018.»

*Ingredia is a dairy ingredients producer created in 2008, by the Prospérité Fermière Cooperative, which was founded in 1949 and consists of 1,500+ farmers. Ingredia is recognized globally for their French savoir-faire.*

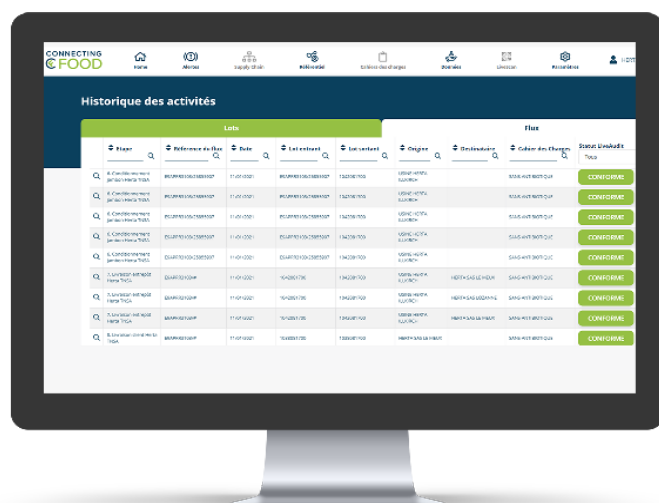
*In 2019, they decided to create a partnership with Connecting Food to disrupt the dairy sector by offering the first digitally audited milk by blockchain. We asked four questions to their Marketing and Sales Director.*

### What is the product you chose to trace with Connecting Food and why?

We chose to begin with a product that comes directly from our producers to the consumers, i.e. fresh milk. But we also have a large industrial branch, as we are one of the largest processors of milk and milk proteins in the world. Therefore, the next step will be to extend the use of blockchain to other ingredients we offer to the food industry.



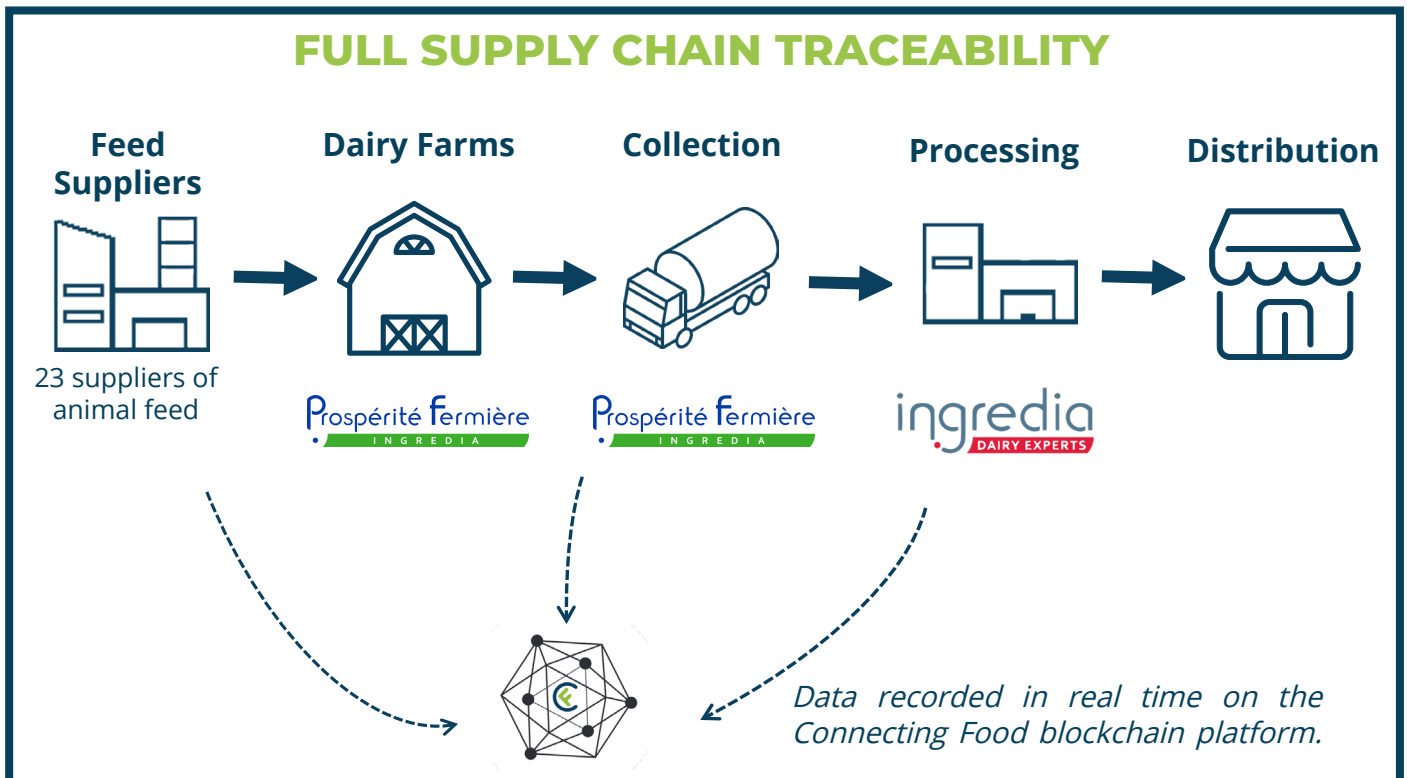
### Why is digital auditing important for Prospérité Fermière - Ingredia?



For several years now, Prospérité Fermière has been investing in a multitude of CSR commitments, and this eco-responsible milk production is sold under the "Via Lacta" charter. Now that we can digitalize it, it gives our clients direct access to the proof of our product promises and certifications.

## What are the benefits expected from this transparency project?

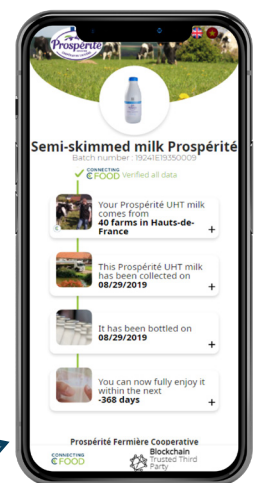
In the short-term, we were really striving to be industry pioneers and prove that it is still possible to innovate and add value to a product as basic as milk. In the long run, as we're working on products like milk proteins, we are convinced that our blockchain-traced milk ingredients will benefit food brands and manufacturers across the industry. Our customers can receive milk fully traced by blockchain from farm to fork, and this is a tremendous opportunity for them to challenge other foodchains and other ingredient suppliers, in order to obtain final products that are 100% transparent. This makes us game-changers!



## How is the QR Code on your products different from the others?

Our QR code is unique not only because it gives dynamic traceability information, but also because it changes for each batch of production. Therefore, the information provided is not always the same for each bottle, but is specific to that particular batch of milk.

Consumers are able to access the web-app by simply scanning a QR code on the bottle.



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