



A field to fork strategy



Definitions



- **What is Traceability?**

Under EU law, “traceability” means the ability to track any food, feed, food-producing animal or substance that will be used for consumption, through all stages of production, processing and distribution.

Why? The main reason is to ensure food safety and prevent contaminated products

- **What is Food Transparency?**

Transparent food labeling means providing information that goes beyond the Nutrition Facts label. While the nutrition label provides important information to help you make healthy food choices, there is a strong push by consumers to require more information on food package labels and in restaurants.

Why? Consumers are more self-conscious that what they eat has got an impact not only on their well-being but on the planet too.

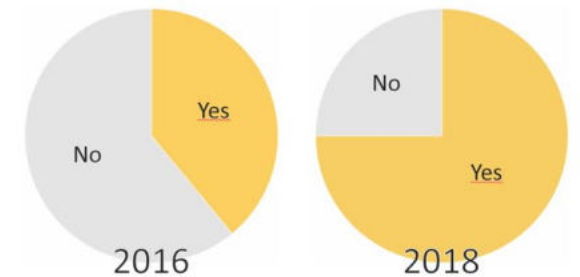
Traceability and transparency



Label Insight and the Food Marketing Institute (FMI) asked people if they would switch to a brand that provides more in-depth product information, beyond what's provided on the physical label.

In 2016, 39% agreed they would switch to such brand, while in 2018, 75% of them answered the same.

Would you switch to a brand that provides more in-depth product information, beyond what's provided on the physical label?



About Quinola Mothergrain

We're a Radically Generous Plant Protein Company. Ethics are embedded into our DNA.

Quinola is on a mission to discover and promote spectacular-tasting, healthy foods that are pesticide and allergen free, while redefining the positive impact business can have on people, society and the environment.



We do things differently



+900 farmers

Our grains are directly sourced from cooperatives at ethical prices.



\$250,000

of extra revenue received by the cooperative. Thanks to our support they purchased 2 new tractors, a truck and other material.



16 people with learning difficulties

packing our grains and flakes in France.

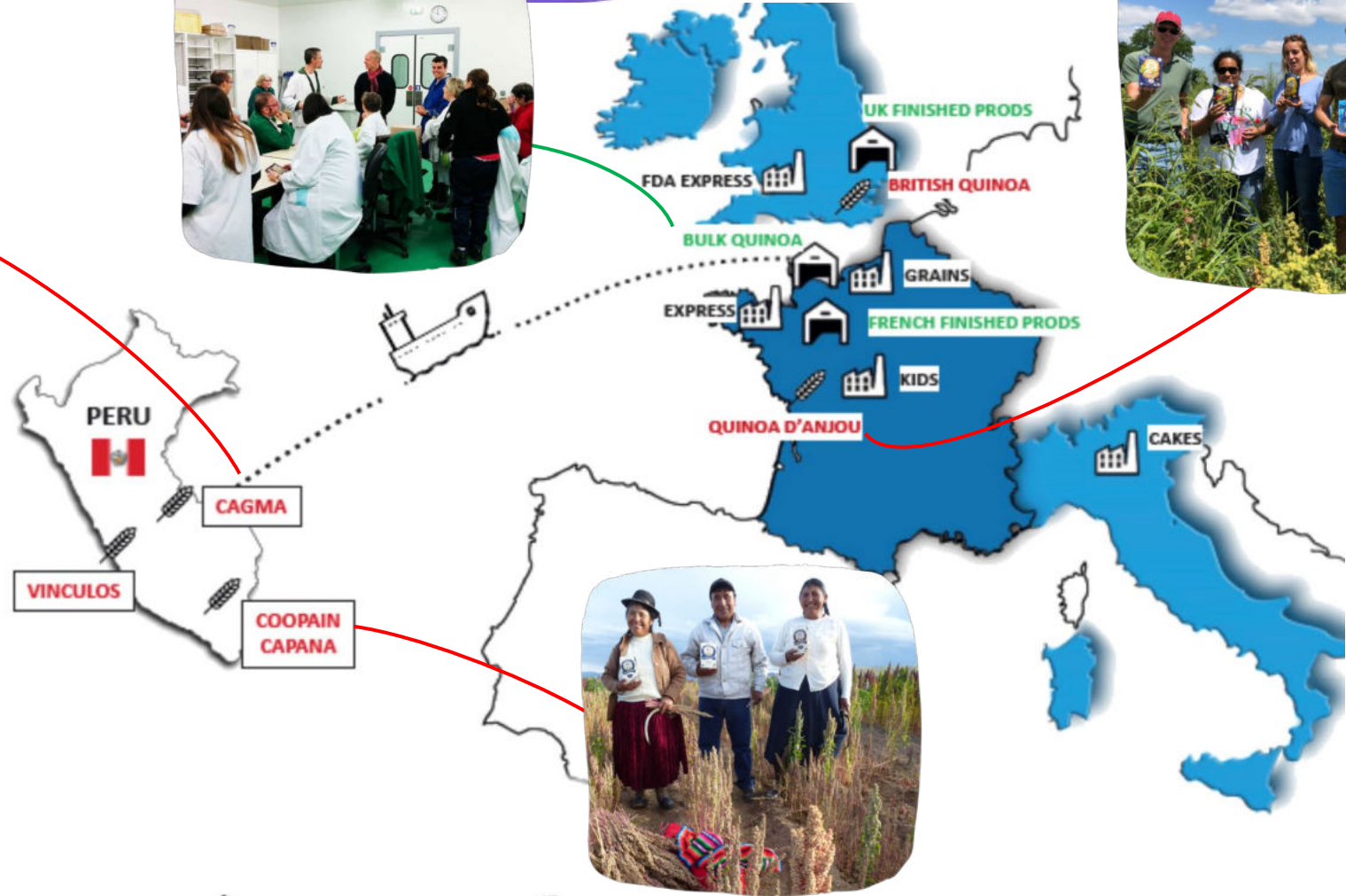


Food waste

We also work with the Felix Project and Too Good To Go to fight food waste.



Our supply chain



Manufacturer



Warehouse



Quinoa Producers

Challenges & Solutions to date

At Quinola our mission is to have a positive impact on people, society and environment.



CHALLENGES

How do we get the message across to the customers and build the trust?

What do consumers want? Food safety, carbon footprint, working conditions...

SOLUTIONS TO DATE

- ✓ Pictures and videos
- ✓ 3rd party studies
- ✓ Certifications and labels
- ✓ Data driven evidences:
QR codes, blockchain

