



CONNECTING € FOOD

FOOD TRANSPARENCY BLOCKCHAIN

2019, October

CONSUMERS DON'T TRUST BRANDS ANYMORE

67%

of consumers say they don't trust the food brands
Vs 53% a year ago

An aerial photograph of a large, intricate maze made of green hedges. The maze is composed of many interconnected paths and dead ends, creating a complex pattern. The hedges are well-maintained and vibrant green. The lighting is bright, casting shadows that emphasize the three-dimensional structure of the maze.

FOOD-CHAINS ARE
DIVERSE & COMPLEX

7 to 10 actors

are involved in a typical food-chain



WE HELP BRANDS REGAIN CONSUMER TRUST

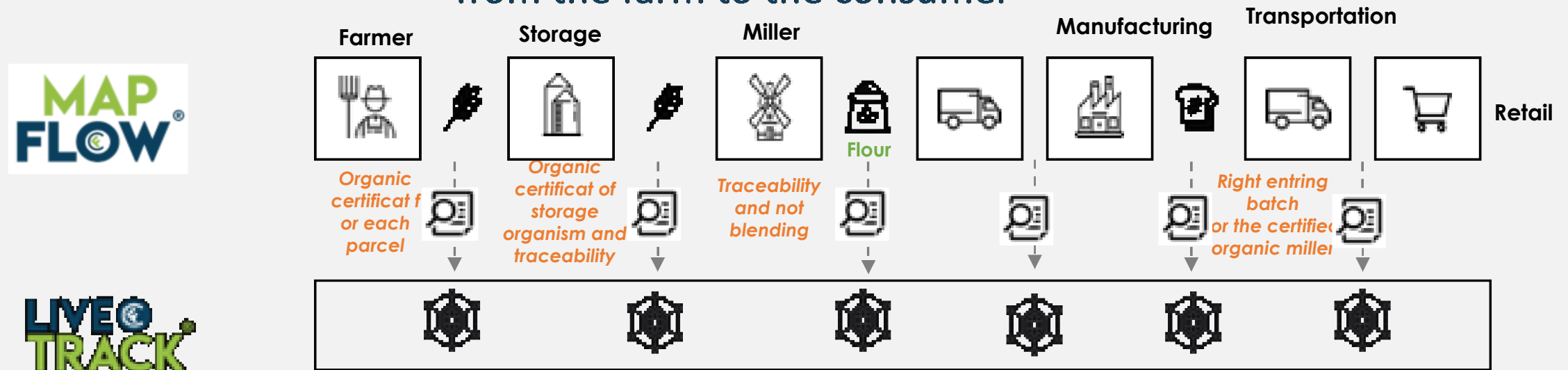
Using the blockchain for continuous, **REAL-TIME FOOD TRACEABILITY**,
from farm to store

Deploying an additional **DIGITAL AUDITING** function on 100% of
products, batch by batch

Providing a **B2C SOLUTION** so our clients can showcase transparency to
their consumers

USING BLOCKCHAIN FOR CONTINUOUS, REAL-TIME FOOD TRACEABILITY

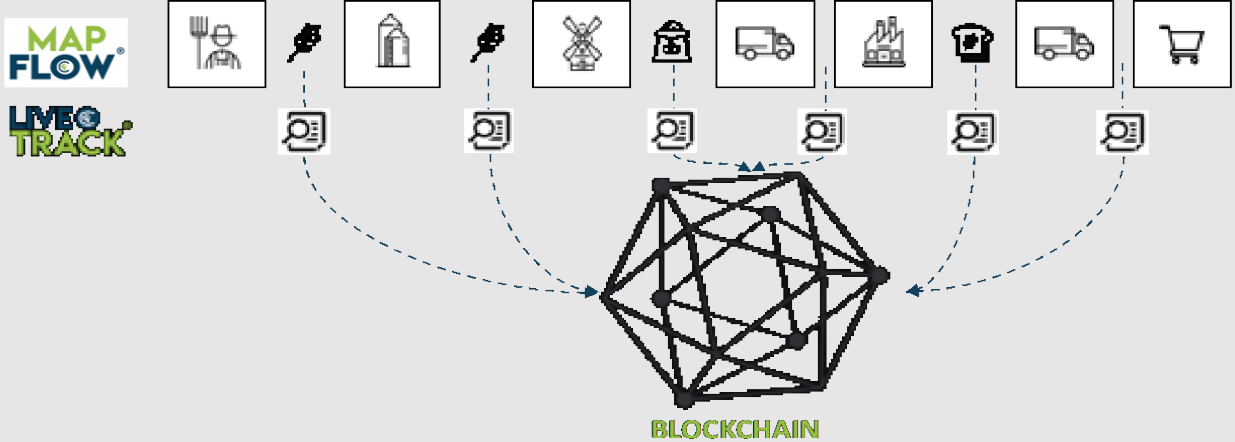
The digital solution for mapping ecosystem and real time continuous traceability from the farm to the consumer



We can trace for example : Organic Wheat
We register in the Blockchain all audit result
at each step of the supplychain

BLOCKCHAIN ENSURES DATA IS TAMPER-PROOF

The digital solution for real time continuous traceability from the farm to the consumer



Ecosystem, flows and audits registered on Blockchain

Transparency of transactions



Continuous and automated audits, even for complex products (elaborated from raw materials coming from different sectors).



LiveScan brings the information to the final consumer on its mobile app. Proving the compliance of the products with the packaging claims.

Hyperledger Fabric

DIGITAL AUDITING ON 100% OF PRODUCTS, BATCH BY BATCH

30 AUDIT CRITERIA ALREADY AVAILABLE

Examples



Origin



No nitrates



Organic



Animal welfare



GMO-free feed



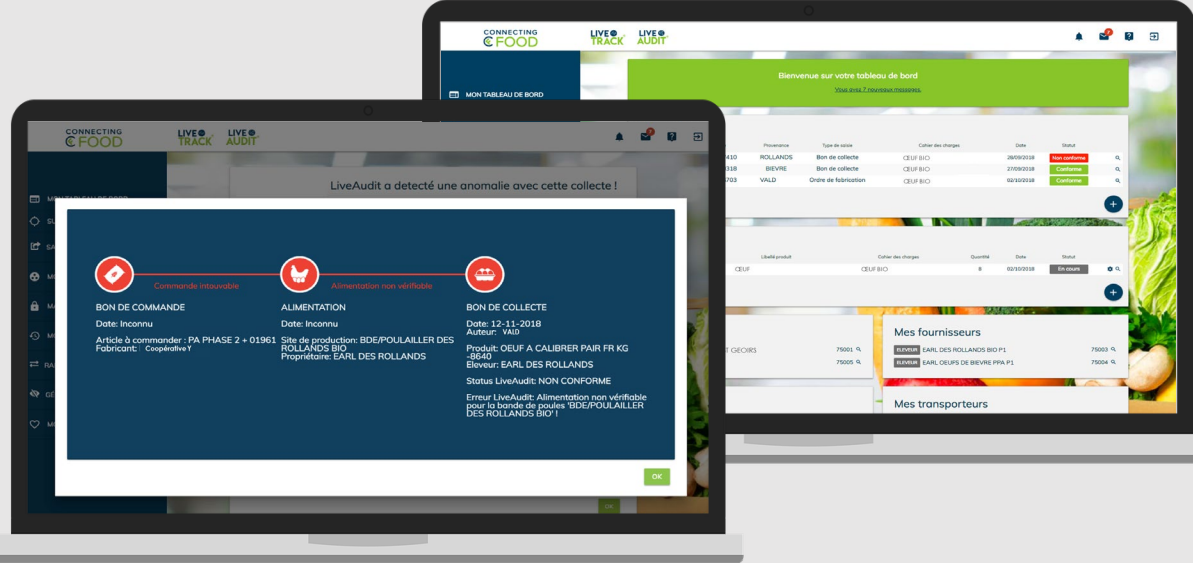
Product freshness



No antibiotics



Fair trade



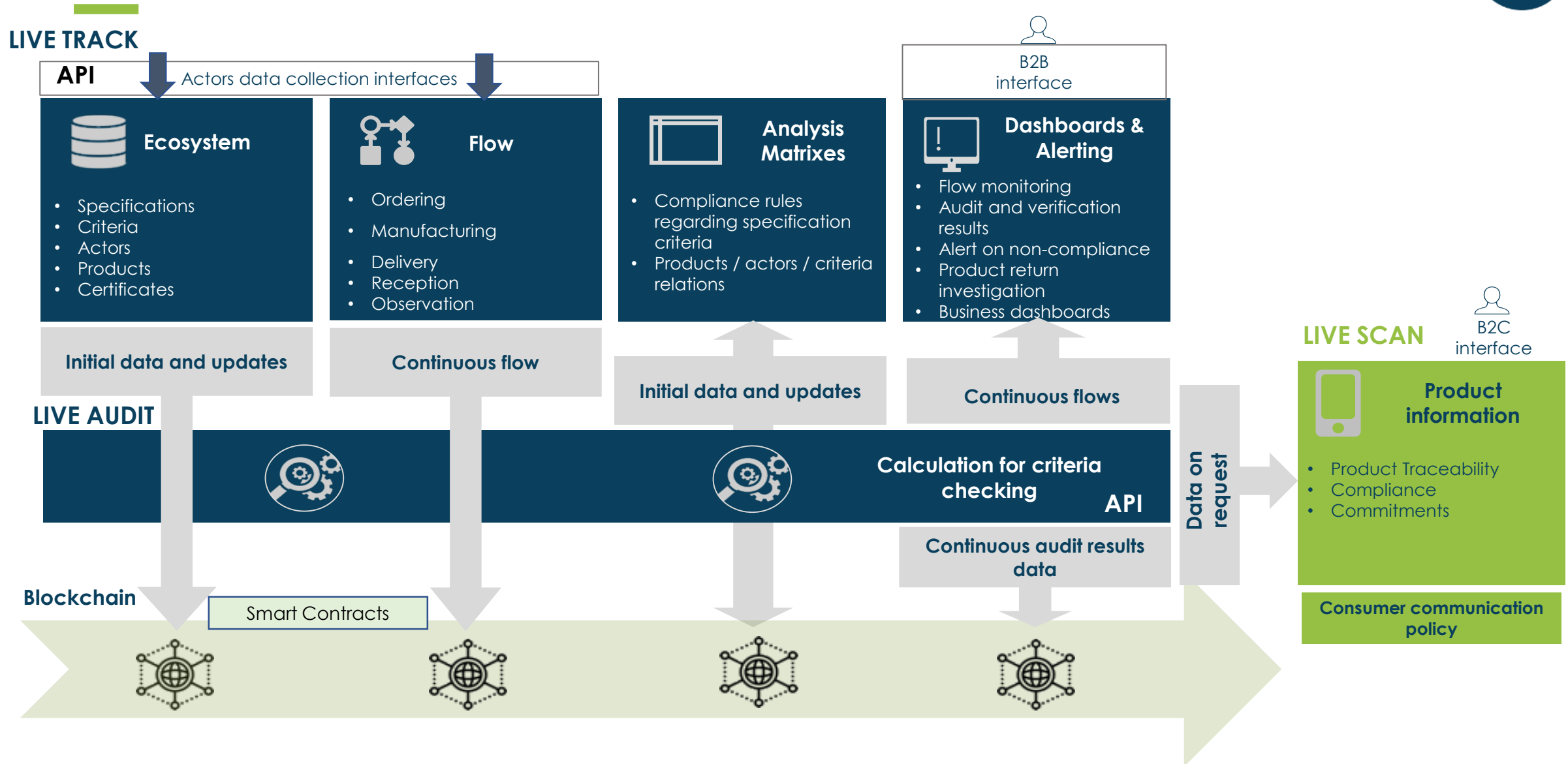
**PRODUCTS AUDITED IN REAL TIME
(versus ex-post)**

**100% PRODUCTS AUDITED
(versus sampling)**

**NON-COMPLIANT PRODUCTS REDIRECTED
(reducing food waste)**



BACK OFFICE LOGICAL ARCHITECTURE

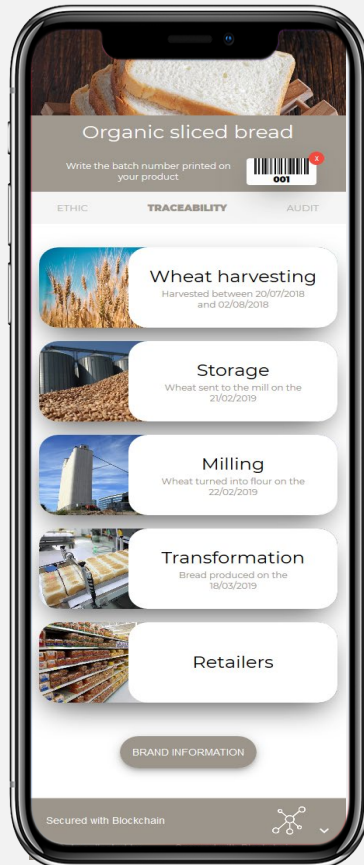


SCAN THIS QR CODE TO SEE AN EXAMPLE



BATCH BY BATCH TRACEABILITY

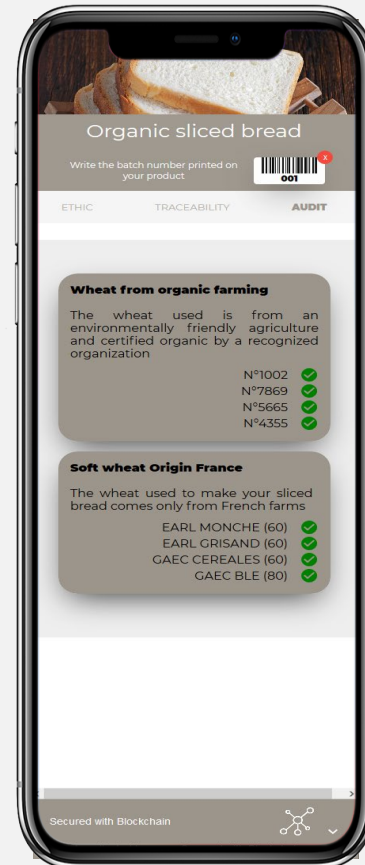
- Track the product journey back to the farm
- Each batch number tells a unique story



PRODUCT BENEFITS PROVEN

Blockchain as a trusted 3rd party, eg:

- Organic wholegrain cereals
- Locally sourced



FARMER REMUNERATION

- Showcase ethical relations between the brand and farmers
- Proven remuneration on every batch

