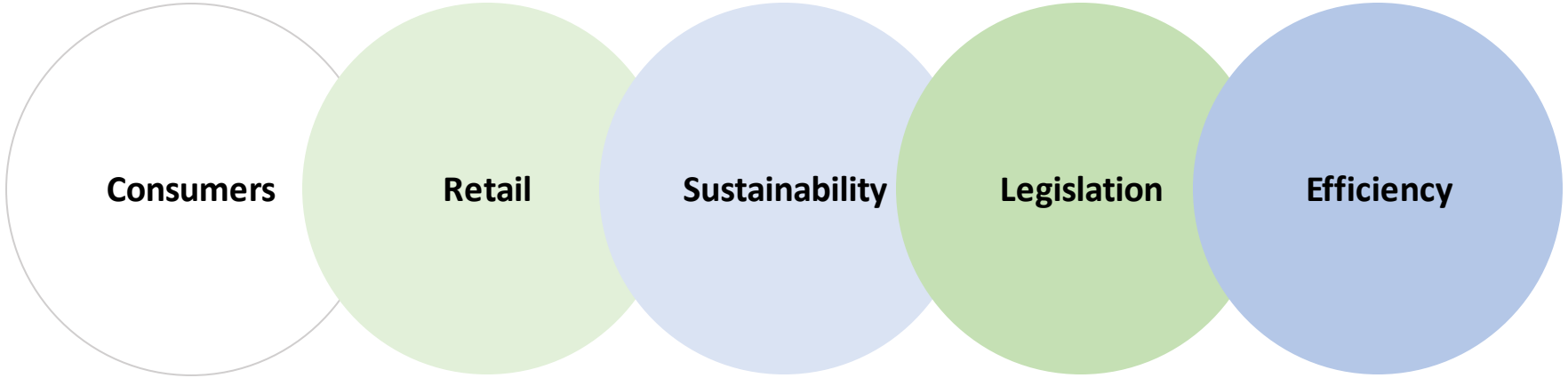
CONNECTING FOOD

THERE IS A DIGITAL REVOLUTION OCCURRING TODAY IN THE AGRIFOOD INDUSTRY, DRIVEN BY 5 MAIN DRIVERS:



75% of consumers state they « **will change their brand preference if another brand provides more detailed product information** » (what the product contains and where it comes from), **versus 39% just two years ago**.*

(Study by Opinion Way, 2019)

CONNECTING FOOD

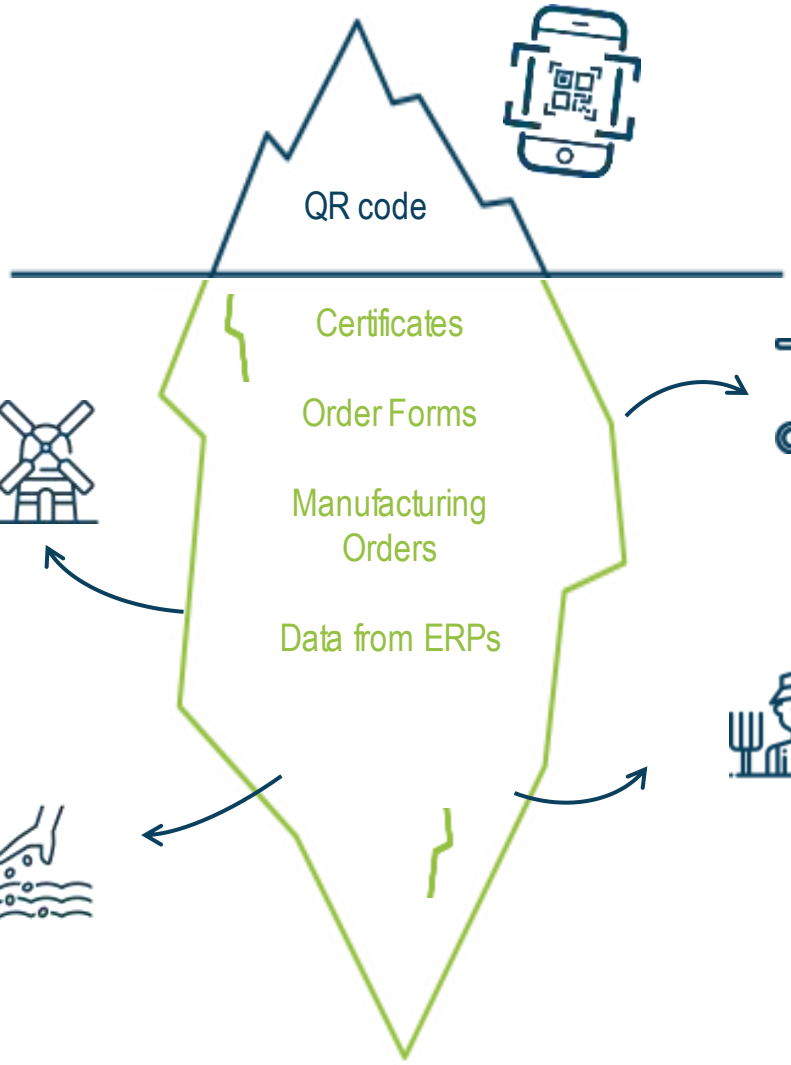
EUROPE'S #1 FOOD TRANSPARENCY BLOCKCHAIN

Connecting Food is a unique SaaS platform that helps actors across the agrifood chain

We **leverage blockchain** to provide **real-time traceability & live digital auditing** to increase supply chain efficiency, and rebuild consumer trust

CONNECTING FOOD

CONNECTING FOOD ACTS A TRUSTED THIRD PARTY



Certified Suppliers

Audited Factories

Committed Producers

Pesticide-free Crops

Brands can provide **storytelling** information

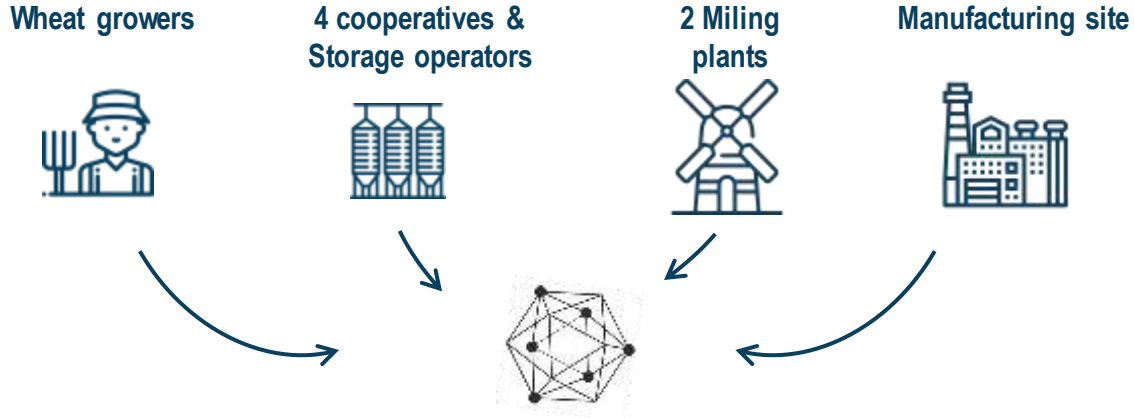
Third party transparency is needed to collect and aggregate **supply chain data**, in order to bring **real proof**.

CONNECTING FOOD

BLOCKCHAIN **USE CASE**

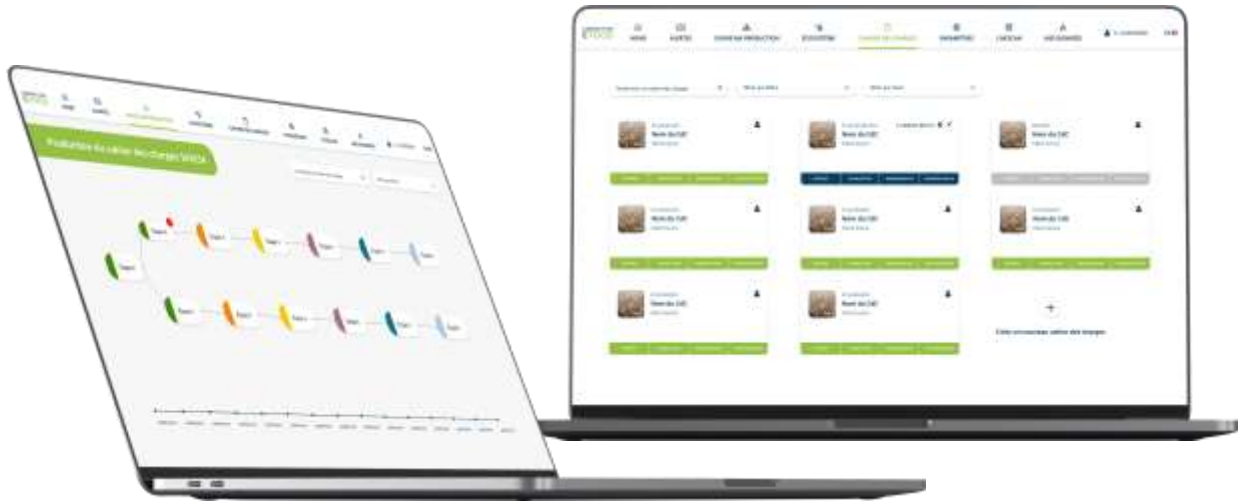
Scan the code, enter the batch number **2831**

COMPLETE WHEAT TRACEABILITY



KEY BENEFITS :

- Sharing data within a large ecosystem (7 agrifood actors).
- Meet **consumers' demand for transparency**
- Reinforce brand image on an iconic product.
- Prove the **CSR promises** on local sourcing of the wheat, a few km away from the mill & factory
- Provide retailers with blockchain-enabled products



WE BRING TOGETHER THE PIONEERS IN **FOOD TRANSPARENCY**

UPSTREAM ACTORS

AXEREAL · TERRES DU SUD · GROUPE soufflet · SOCOMASH · Vaesken · CAVAC POSITIVE AGRICULTURE · LARRÈRE · TERRENA · Prospérité Fermière

PROCESSORS

AXIANE MEUNERIE · ingredia · EUROPO · Les Moulins evelia · GRANDS MOULINS DE PARIS UNIS POUR LE GOÛT · Socopa

BRANDS & RETAILERS

Mondelēz International SNACKING MADE RIGHT · Producteurs JUSTE · coop · LU · BIONADE · Herta · DELMOND L'ORIGINEL · francine

So that consumers will never buy a food product they know nothing about !

CONNECTING FOOD

THANK YOU

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Marketing & Communication

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