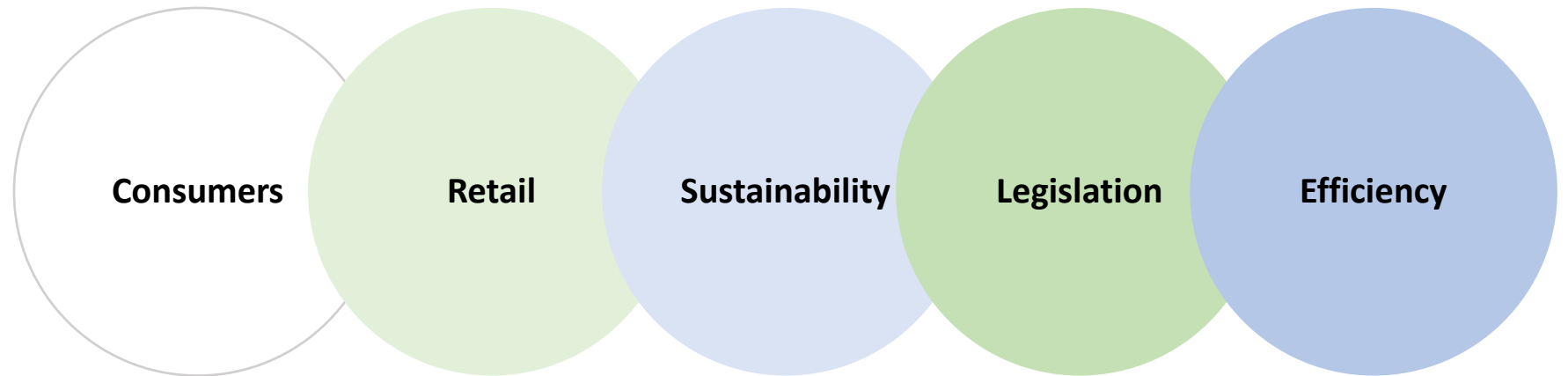


CONNECTING € FOOD





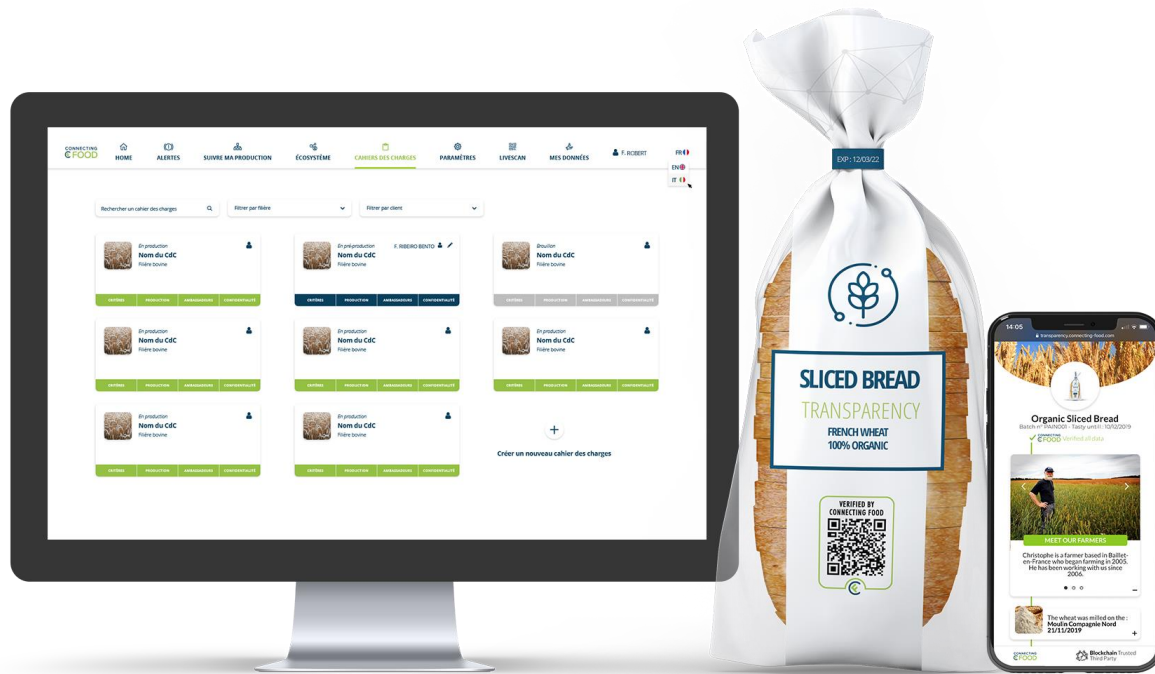
THERE IS A DIGITAL REVOLUTION OCCURRING TODAY IN THE AGRIFOOD INDUSTRY, DRIVEN BY 5 MAIN DRIVERS:



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)

EUROPE'S #1 FOOD TRANSPARENCY BLOCKCHAIN

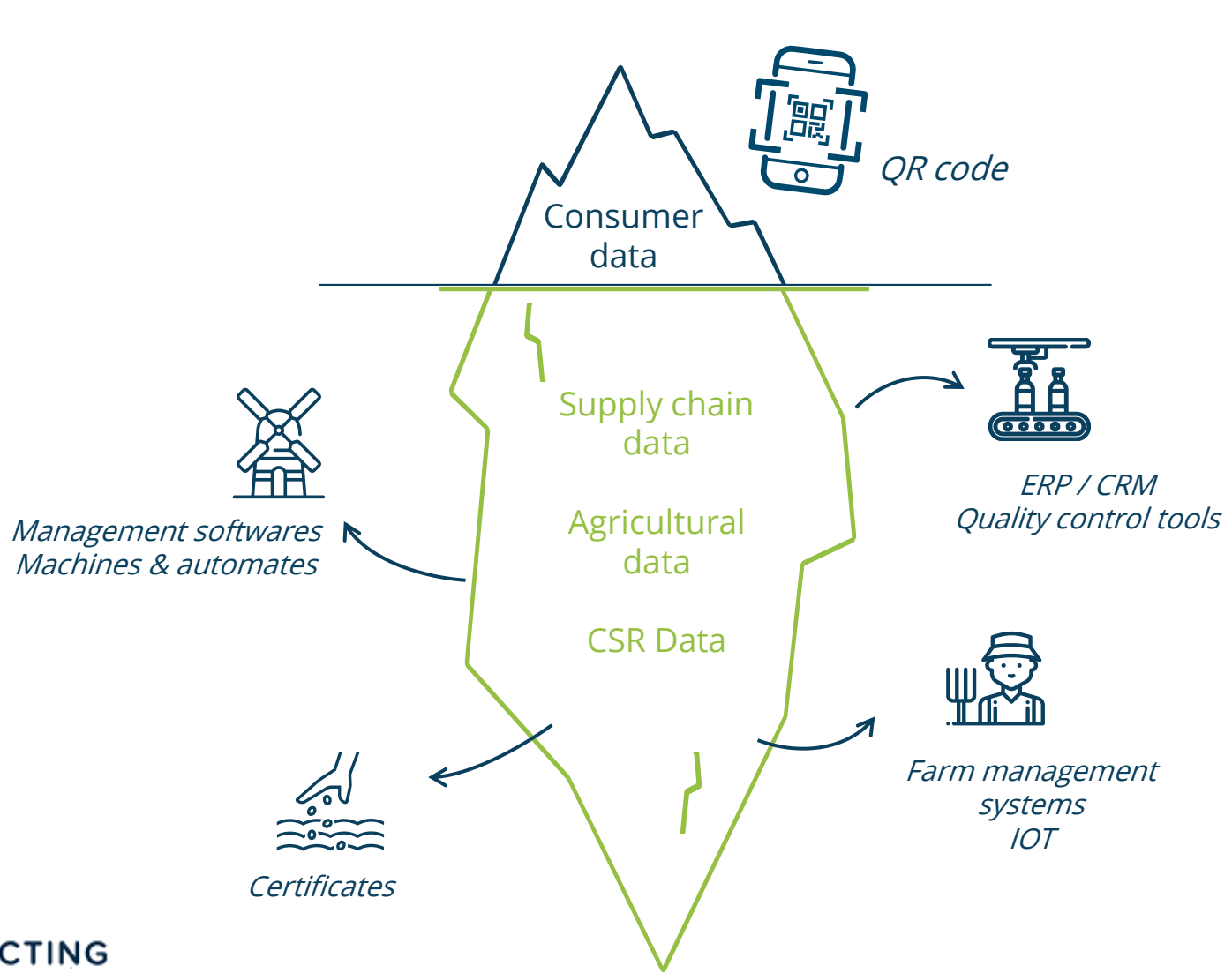


[BOOK A DEMO](#)

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 ACTS A TRUSTED THIRD PARTY



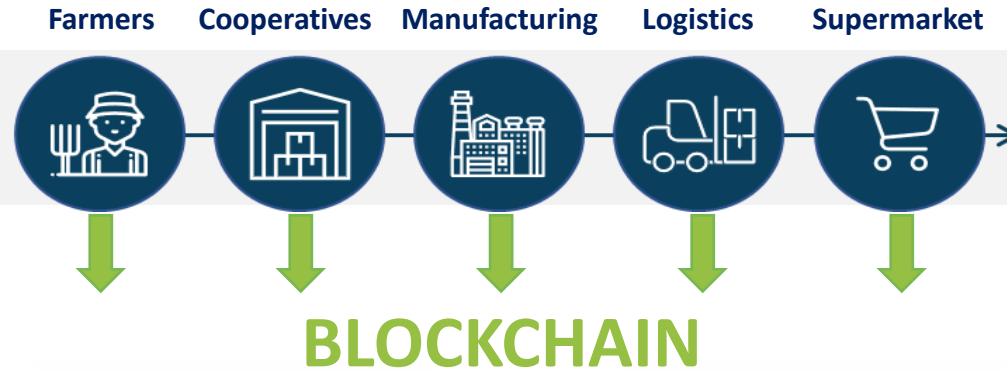
Brands can provide **storytelling** information



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

SIMPLE PLATFORM ONBOARDING

AGGREGATE DATA FROM DIFFERENT INFORMATION SYSTEMS



DATA STANDARDIZATION / MINIMIZATION OF CLIENT EFFORTS/REAL-TIME DIGITAL AUDITING

FARMER DATA



Sources:

Farmers' systems
Harvest/breeding tools
Agricultural systems..

SUPPLY CHAIN DATA



Sources:

Management systems
Industrial tools
ERP / CRM
...

QUALITY DATA



Sources:

Quality tools
Analysis reports
Certifications / Audit
...

SUSTAINABILITY DATA



Sources:

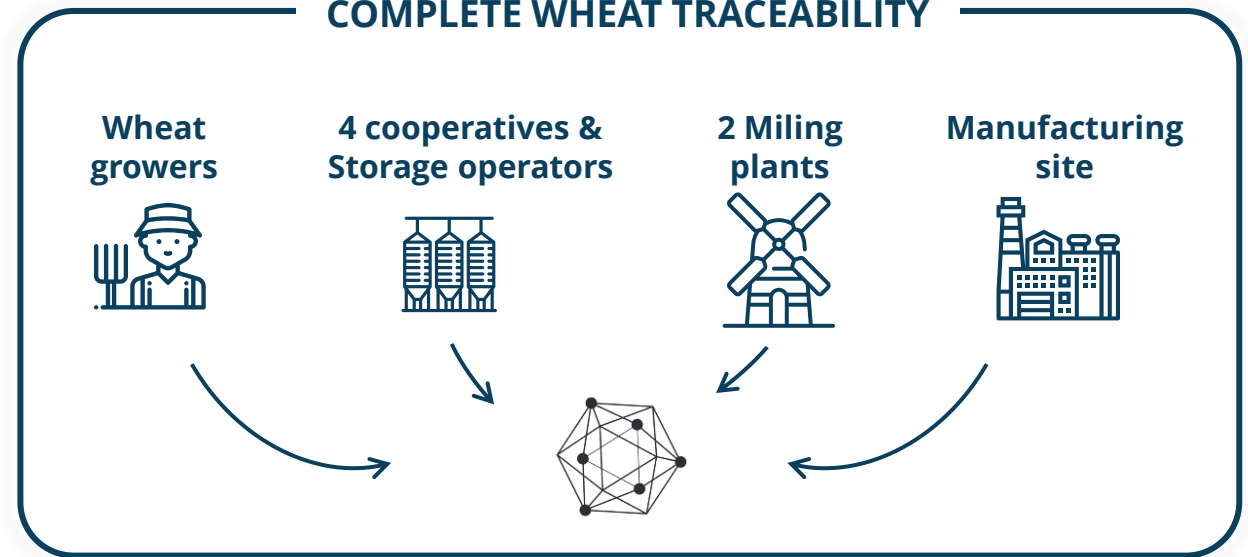
CSR Reports
Management systems
Contracts
...

BLOCKCHAIN USE CASE



Consumers scan the code, and enter the batch number

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**

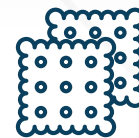
UPSTREAM ACTORS



PROCESSORS



BRANDS & RETAILERS



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

Discover our clients testimonials

THANK YOU FOR YOUR ATTENTION

Want to know more ?



CONNECTING
€ FOOD

FOOD TRANSPARENCY BLOCKCHAIN



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