



# Optimization in the pig chain

Spark! Living Lab Blockchain Conference

Certified



This company meets the  
highest standards of social  
and environmental impact

Corporation

## Who we are ...

- A B-corp that understands that making impact in supply chains can only be done if you have timely accurate and complete data to start with.
- 13 years of experience with mapping and visualizing of supply chains with sustainability analysts that speak 19 languages(over 250.000 chains, until farmer and further and > 650.000 audit reports verified)
- Tech partner that understands sharing data and trust comes through a human interaction first
- We know which (actual) risks are in the chains. We also know which proof we need for each product and/or ingredients and how to obtain these.
- Flexible, pragmatic customer-oriented approach to make a positive impact



# What we do...

**1. BASICS IN ORDER** | End-to-end visibility, compliance documentation on product and supply chain level for full product range

**2. MORE THAN CERTIFICATES** | Proven positive impact Living wage and living income specialist, Due Dilligence reporting, Covenants and initiatives like the PlasticPact, OECD-FAO Guidance for Responsible Agricultural Supply Chains and SIFAV – tailored dashboards

**4. ISSUE MANAGEMENT** | use all the data to do targeted action – recall management

**3. CHAIN MANAGEMENT** | Deep tier transparency, traceability and supply chain transformations  
Strategic sectoral pillars on sustainability policy, Real-time traceable product information from land until customer. Possibility to steer on efficiency and product quality. Direct dialogue between grower, factory, producer and retailer and brand.

**5. STORYTELLING** | Consumer proposition and communication

Powered by



## Why we do what we do...

We enable **sustainable buying** for companies and consumers so that their buying decisions based on trusted data result in a **proven positive impact** for people and the environment in product supply chains.

**MAKING MONEY AND DOING GOOD MUST AND  
CAN GO TOGETHER**



# Our clients

axfood



Intersnack



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## Transparency in the Pork Chain

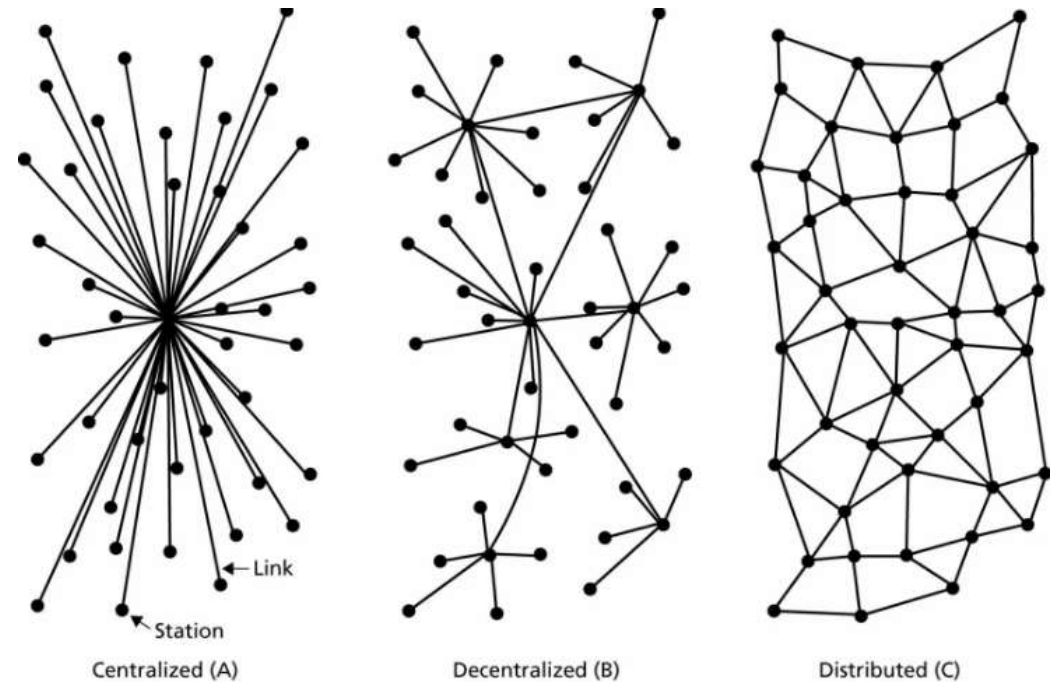
Optimization of the supply chain by balancing supply and demand

- Blockchain Solution build together with our partner Vion Food Group. The platform will be used by the Federation of all Pig farmers and slaughterhouses in the Netherlands by 2022 (CoViVa).
- All chain partners share product data: origin of animals (genetics), health and origin of feed raw materials and more. The data is managed via smart contracts. It manages authorisations and purpose registration on individual data points and programs and describes what can be done with the data and by whom.
- Pig farmer remains the owner of his data and decide for himself with whom he shares his data. Permissions per program, stable or even pig. Farmer app with rentability index and footprint per batch and farmer.
- Blockchain guarantees the quality, safety and sustainability of our pork.
- Integrated CO2 footprint calculator per product that enables consumer footprint communication on pack (launch 2022)



# Private permitted blockchain

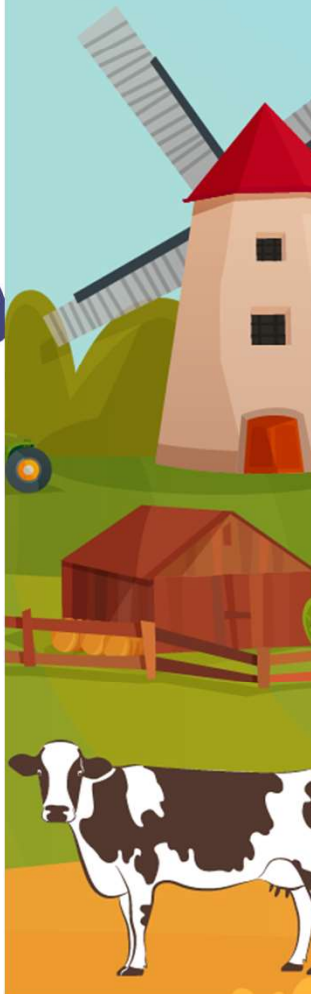
- Invariable
- Distributed
- Democratized
- Privacy guaranteed
- Encryption of data
- Interoperable with existing IT systems



**1. Feed trader**



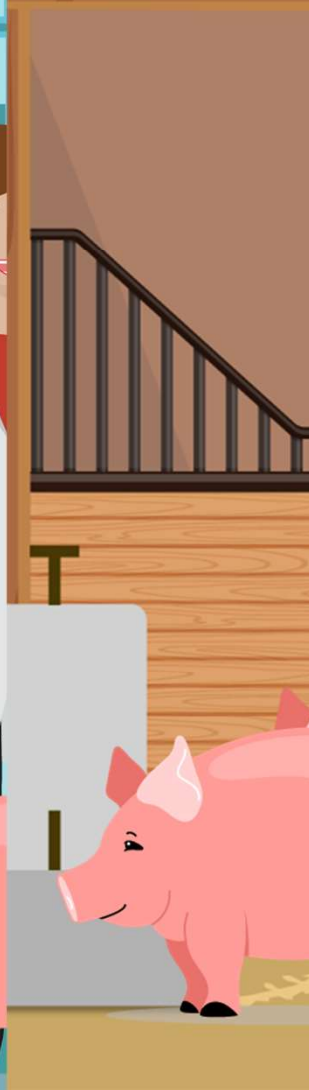
**2. Feed supplier**



**3. Genetics**



**4. Pig farmer**



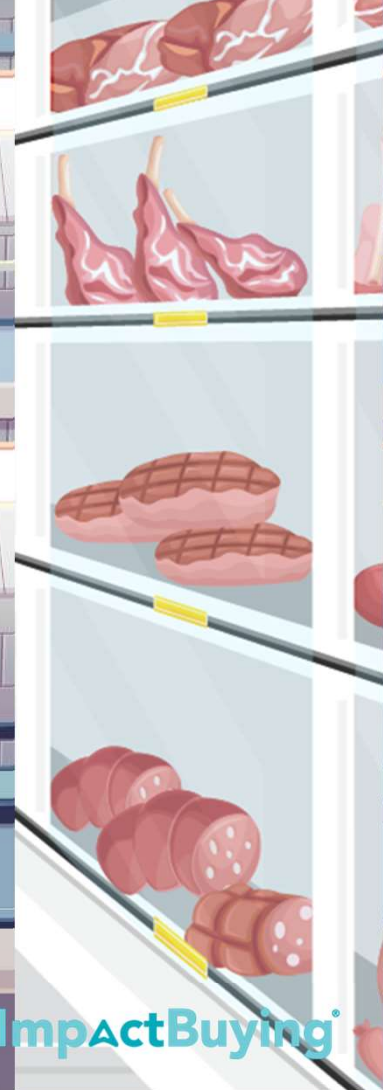
**5. Slaughter house**



**6. Processor**



**7. Retailer (market)**



## Added value sector

- Proof of origin
- Animal welfare
- Collaboration
- Standardize definitions
- Standardize data connections
- Promotion Holland Pig International
- CO2 footprint and improvement of emissions and combating deforestation



# ImpactBuying®

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‘Thank you for your time.  
Always available for questions.’

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