

# WeMeat

*Meet our tasty meat.*

Use Agrofood Ecosystem ® data to enhance strong consumer engagement and trust towards HKScan's responsible meat production.

**WeMeat,**  
**we eat,**  
**we love meat.**



*HKScan is using smart camera and AI analysis to collect data from the animals in the farms, promoting animal welfare and carbon neutral production.*

## **Animal Welfare**

There are four main criteria: good feeding, good housing, good health, and appropriate behaviour. We select several subcriteria to finalise visualisation. Moreover, we also found the life cycle of animals are interesting for customers, thus, we made a ‘time line’ to illustrate the life of animals.

## **Carbon neutral production**

We used carbon footprint and water footprint data to show that HKScan is actively taking actions to reduce environmental impacts and promote sustainable use of resources.

*To increase transparency and benefit consumers, customers, and other stakeholders, we are aiming to categorise data into the two sections above and to visualise the data in an engaging user interface.*

# WeMeat

Understanding the challenge

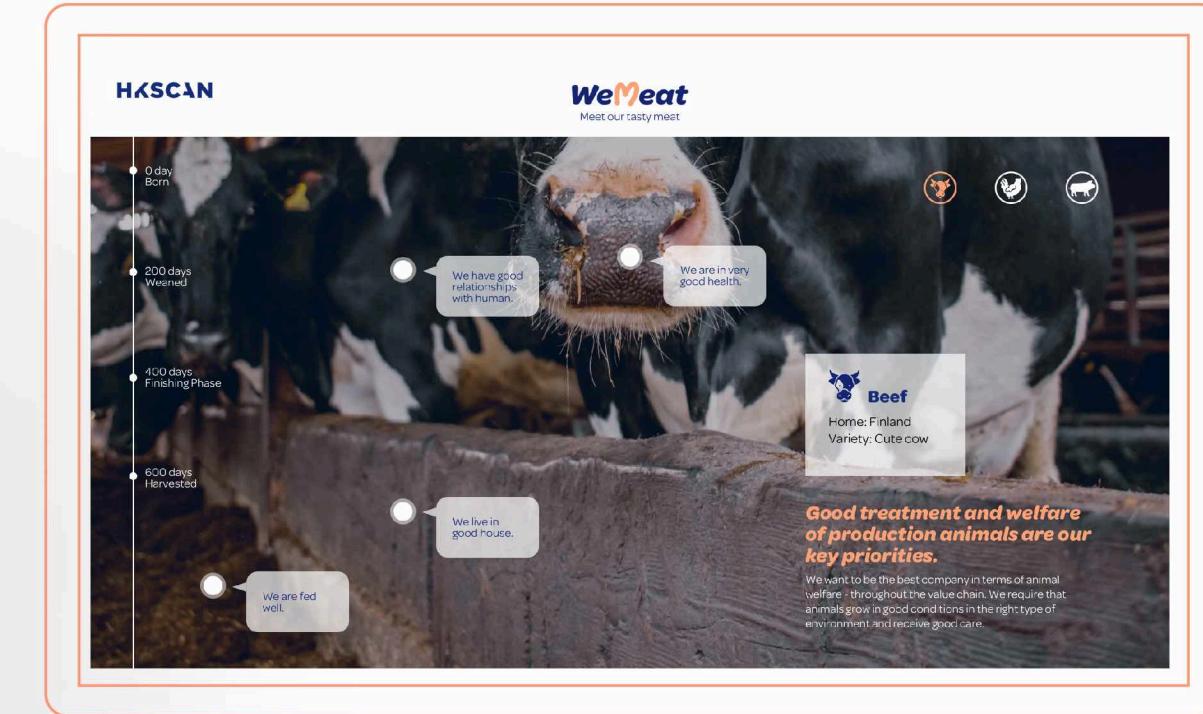
WeMeat,  
we eat,  
we love meat.

# WeMeat

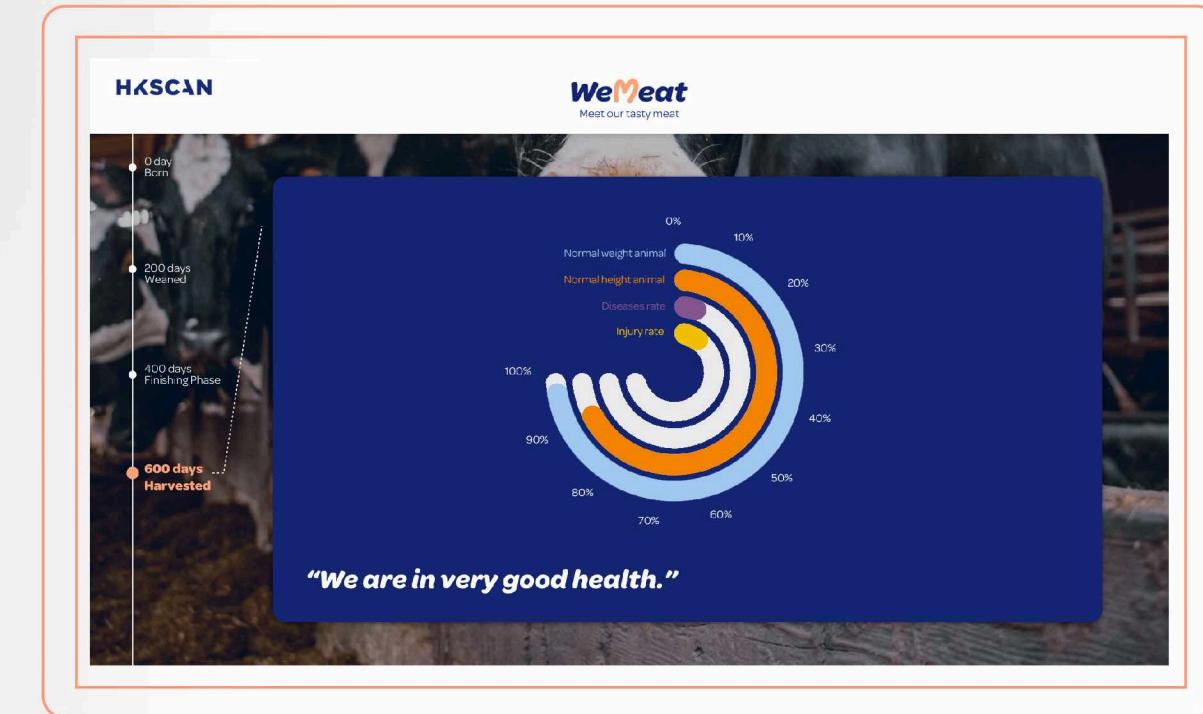
Meet our tasty meat.



Webpage & Data Visualisation

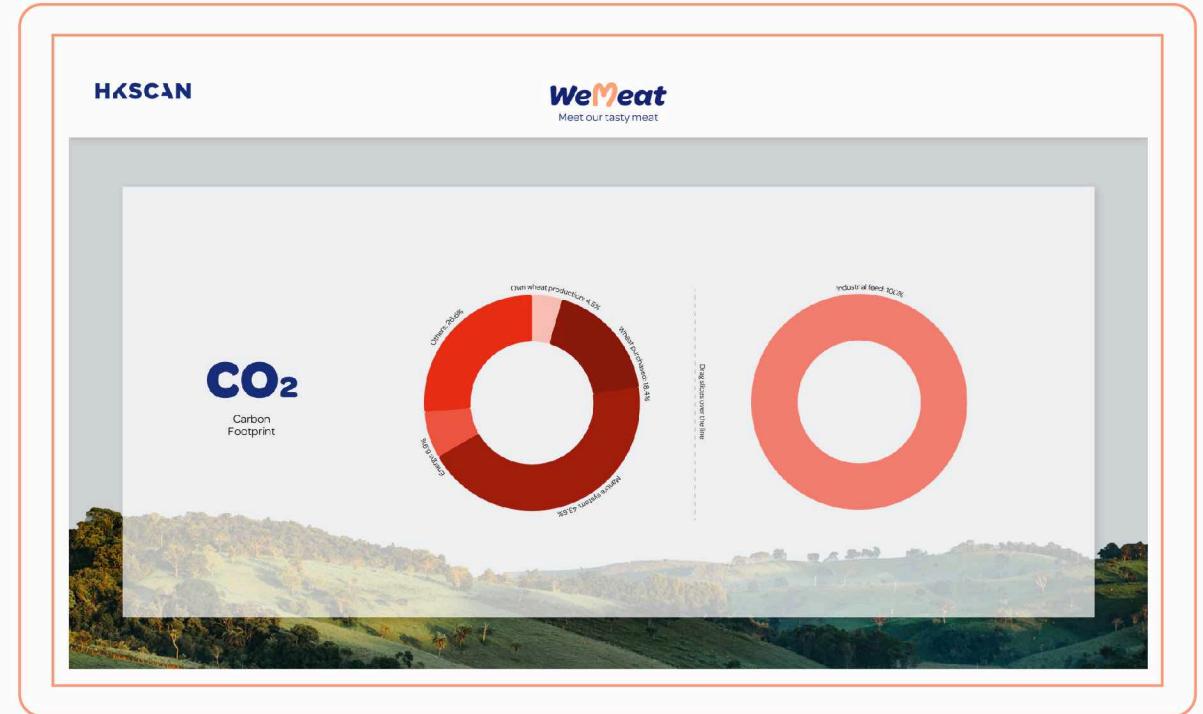


Animal Welfare

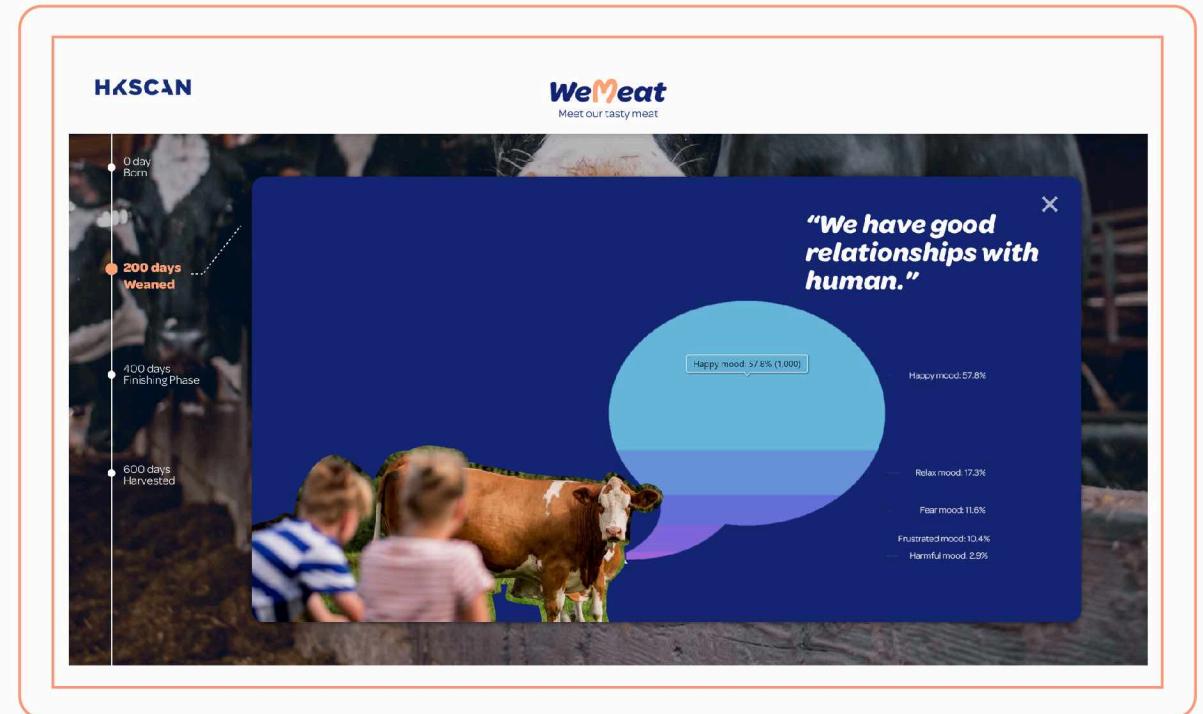


Good Health

Home Page



Carbon Footprint



Appropriate Behaviour

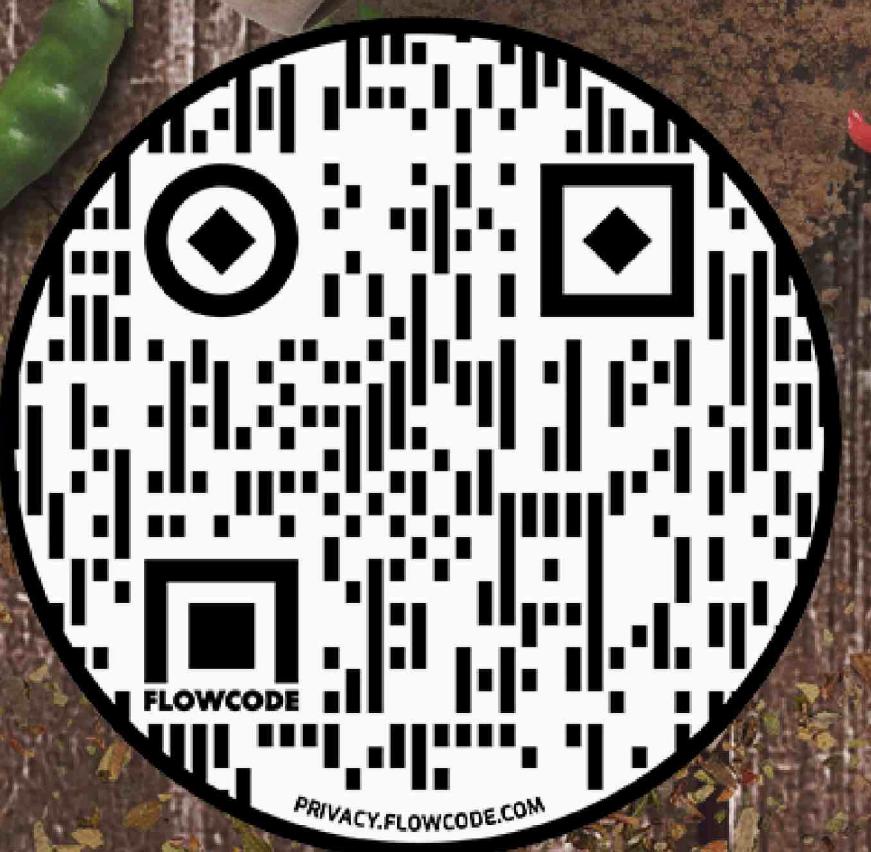
WeMeat,  
we eat,  
we love meat.

WeMeat,  
we eat,  
we **love** meat.

Scan the QR  
code and  
discover  
stories of  
HKScan  
animals!

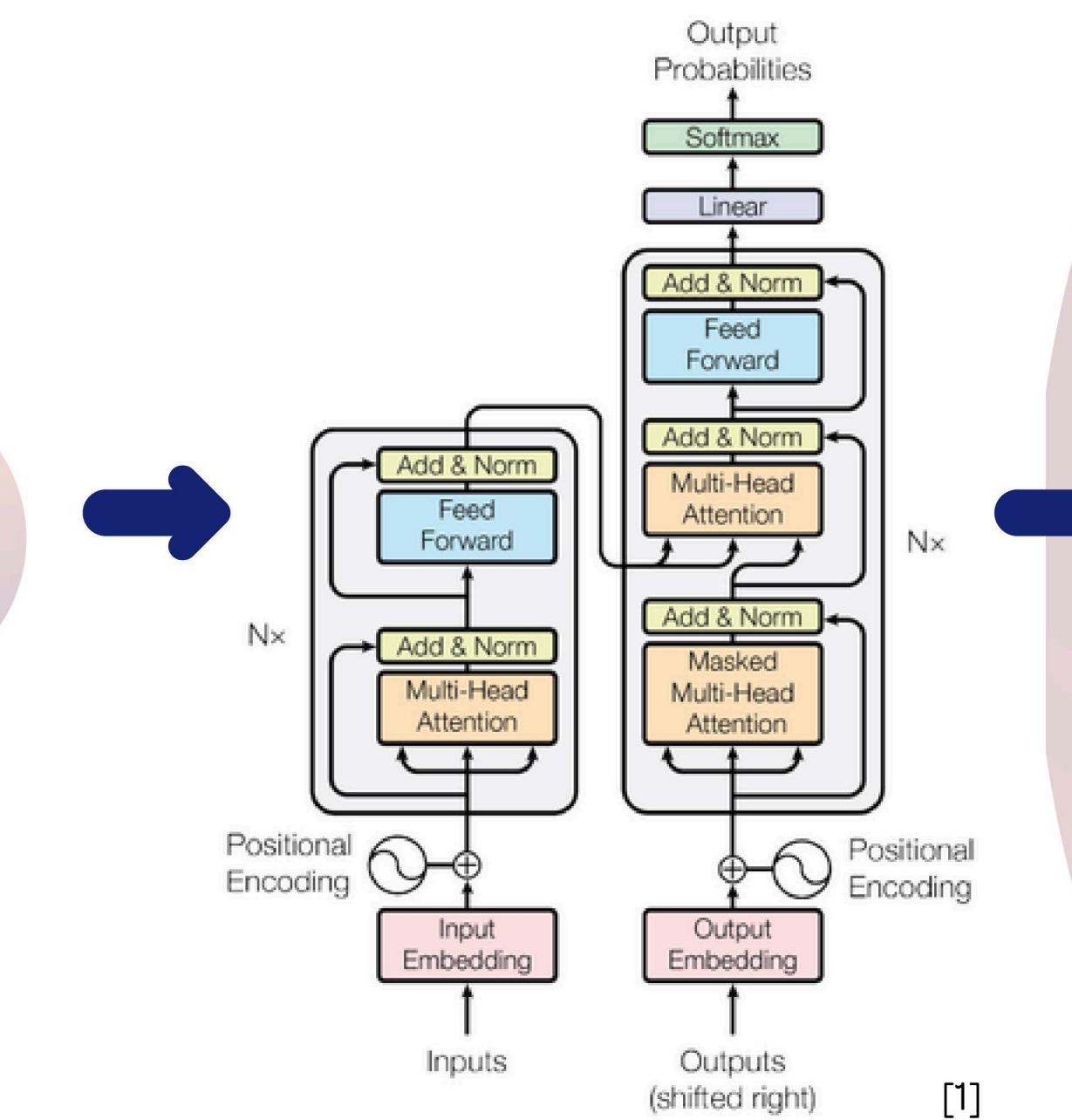
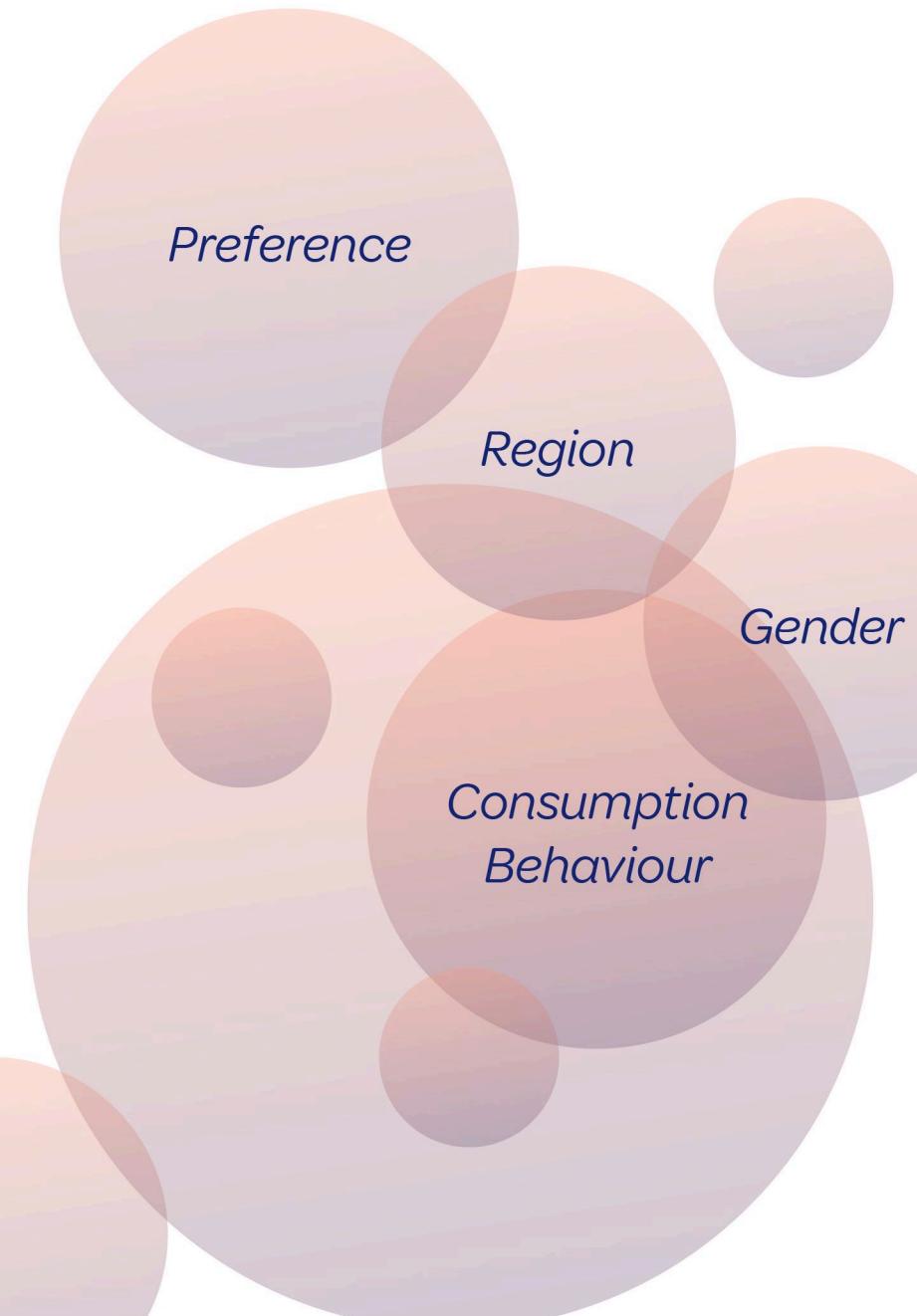
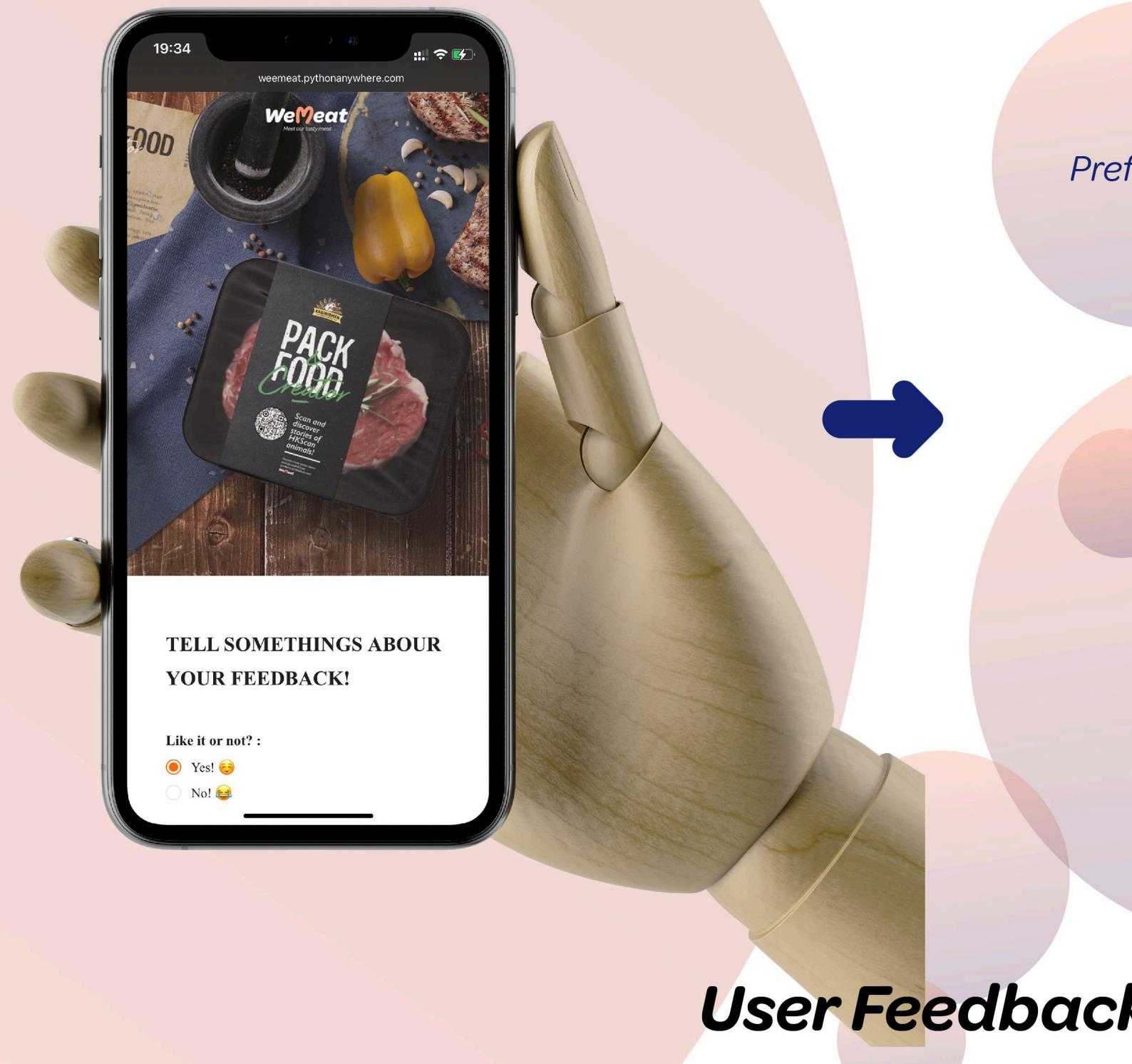


# WeMeat



# WeMeat

Meet our tasty meat.



AI suggestion

**For better  
product and  
service!**

[1] Ashish Vaswani, Noam Shazeer, Niki Parmar, Jakob Uszkoreit, Llion Jones, Aidan N Gomez, Łukasz Kaiser, and Illia Polosukhin. 2017. Attention is all you need. In Advances in Neural Information Processing Systems, pages 5998–6008.