

# Alector **FoodPrint**

*Revolutionizing food transparency & traceability*

# Opportunity

**3 in 5** global consumers<sup>1</sup>

interested in **“learning more about where their food comes from and how it is made.”**

**46%** of consumers

**“restaurant-branded products** are a convenient way to attain the **restaurant experience and flavors at home”** (COVID lockdowns)

1. 2020 Innova Consumer Survey

<https://www.prnewswire.com/il/news-releases/innova-identifies-top-10-food-and-beverage-trends-to-accelerate-innovation-in-2021-301155638.html>

# Alector FoodPrint

*Ethereum (Blockchain) + ERC721 (NFT)*

## Food Asset

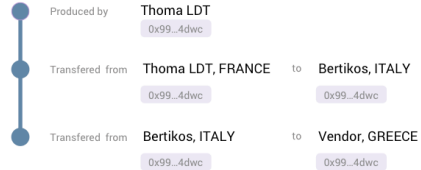
**Tomatoes** (400 Kg)

AFD ID 1253

Produced by **Thoma LDT** 0x99...4dwc

Blockchain Network **Rinkeby**

## Transfer History



Transfer Food Asset

# Alector **FoodPrint**



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ALYRA



UNIVERSITY OF  
HOHENHEIM



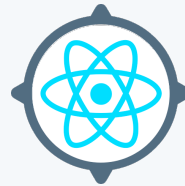
CENTRE FOR  
AUTOMATION AND ROBOTICS

research group for **precision agriculture** (pa)  
& **precision farming** (pf)

# Alector FoodPrint

Technologies

## Front End



## Smart Contract

