

# Alector **FoodPrint**

*Revolutionizing food transparency & traceability*

# 2021 - 1st global trend in consumer demand

## 1. Transparency Triumphs

The Innova Consumer Survey 2020 reveals that **six in ten** global consumers are interested in learning more about where foods come from.

Transparency dominates consumer demand in 2021. Increasing transparency to meet evolving ethical, environmental and clean label consumer demands is key. Brands adopting and pairing new packaging technologies such as invisible barcodes and near-field communication technology with creative, meaningful storytelling will be successful. The consumer lifestyle trend toward cleaner living is broadening and heightening expectations around what constitutes a clean label. Aspects include human/animal welfare, supply chain transparency, plant-powered nutrition and sustainable sourcing.

## 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>

# 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)

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## Milk

(100 Lt)

AFP ID

4

Produced by

Florent X.

0XAA7...1EA

Produced In

France

Currently held by

Vertikos L.

0X64E...031

Currently in

Greece



Etherscan [🔗](#)

Produced by

Florent X., France

0XAA7...1EA

Etherscan [🔗](#)

Transfer from

Florent X., France

0XAA7...1EA

to

Giannis P., Greece

0XD5D...B6C

Etherscan [🔗](#)

Transfer from

Giannis P., Greece

0XD5D...B6C

to

Vertikos L., Greece

0X64E...031



Producer

Food Asset (AFP)



Warehouse



Vendor



ALYRA



UNIVERSITY OF  
HOHENHEIM



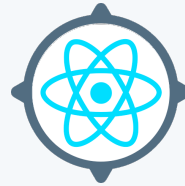
CENTRE FOR  
AUTOMATION AND ROBOTICS

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

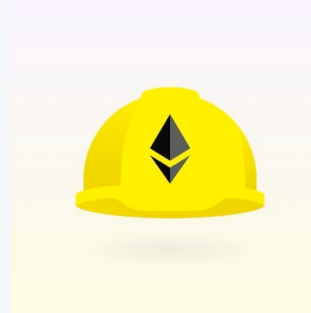
# Alector FoodPrint

Technologies

## Front End



## Smart Contract



# Alector FoodPrint

Hardhat

**contract (.sol)**

**compilation**    \$ npx hardhat compile

**test**    \$ npx hardhat test

**deployment**    \$ npx hardhat run scripts/AFA-deploy.js --network rinkeby

**post-deployment**    \$ npx hardhat run scripts/AFA-post-deploy.js --network rinkeby

