

Alector **FoodPrint**

Revolutionizing food transparency & traceability

Opportunity

3 in 5 global consumers¹

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

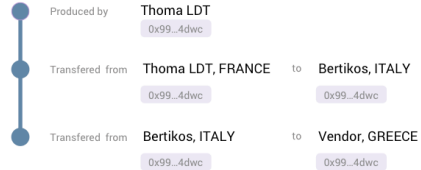
Tomatoes (400 Kg)

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



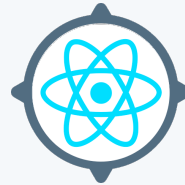
CENTRE FOR
AUTOMATION AND ROBOTICS

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

Alector FoodPrint

Technologies

Front End



Smart Contract

