Eco-Tech Solution in factory meat production

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Hult Program, Hult Future Challenge, MBA1 – Team 28

Stress Free – Production –

⚠ About Meat: Do you know what you eat?

75% People don't trust origin of food

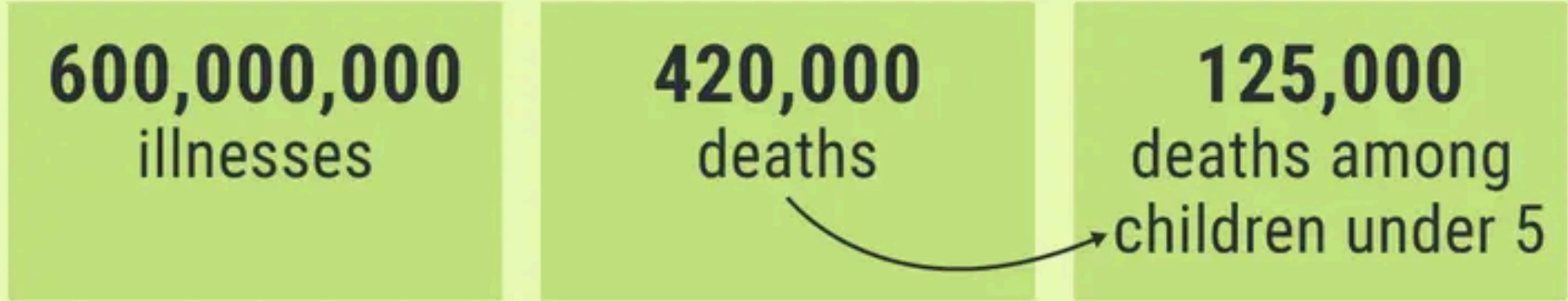Source: WHO, 2019

SARS

COVID-19

MAD COW DISEASE

Source: https://www.istockphoto.com/

Source: golocalpdx.com/

Food Poisoning

Abdominal pain | Diarrhea | Fever | Nausea Vomiting | Malaise

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Every year, **food poisoning** causes:

| 600,000,000 illnesses | 420,000 deaths | 125,000 deaths among children under 5 |

These **diarrheal diseases** are the top causes of deaths and illnesses:

Norovirus | Campylobacter | Salmonella | E. coli

SOURCE: World Health Organization

TECH INSIDER

Source: Skye Gould/Tech Insider

Technological eco-system to bring transparency, increase quality and improve lives

| IOT: RFID TAGS | AI: recognition | SOFTWARE | LABEL AND QR |

Source: Leaderproducts

Source: facial recognition for smart farming

Source: The Economic Times, 2019

Source: clipdealer.com

Stress Free Production

IOT: RFID TAGS	AI: recognition	SOFTWARE	LABEL AND QR
Record birth and death	Face, movement, voice recognition	Data collection and storage	For end consumer
Feed and water history	Ensure pain free slaughter & improve meat safety	Analysis to improve operations	Tracks origin and life
Health and life conditions		Built based on blockchain	Real and trustful data
Location and stress level		Real time information	Ensure quality meat

mechanical | electrical | gas | removal of skin | cooling

stunning | suspension by hind limb | bleeding | removal of head | splitting and evisceration

blood combined with meal | pelts and hides | meat cuts | bone | fat
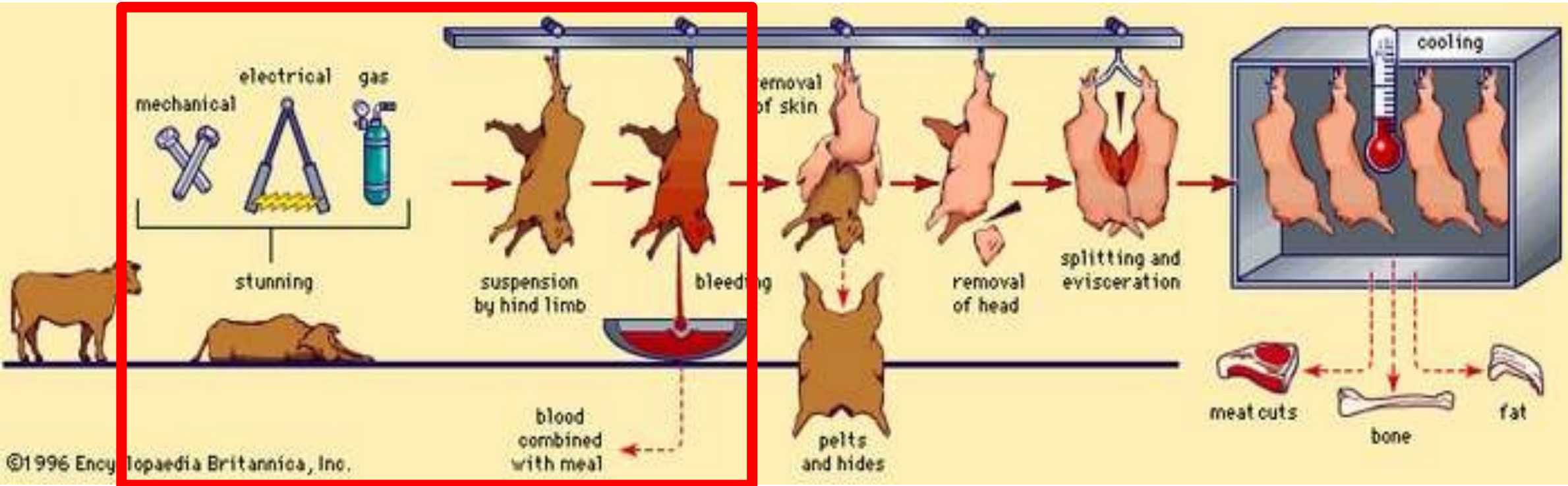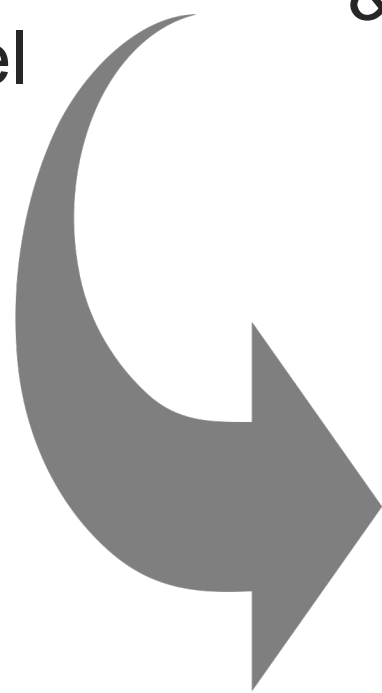
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Source: Britannica.com, 1996

JB's Burger Kitchen Bar

KFC

McDonald's

MOS BURGER

Stakeholder Benefits and Shared Value

GMP CERTIFIED GOOD MANUFACTURING PRACTICE

World Health Organization

FDA

	Farmer	Factory	Consumer	Government	Cow
Process Transparency	✓	✓	✓	✓	
Safety	✓	✓	✓	✓	✓
Welfare			✓		✓
Data and trusted record	✓	✓	✓	✓	
Improved Quality	✓	✓	✓	✓	✓
Cost Reduction	✓	✓	✓	✓	✓
Control	✓	✓	✓	✓	
Better Reputation	✓	✓		✓	
Premium Price	✓	✓			