
Farm to Plate transparency

Honest.Ly

—

**What information SHOULD
YOU need to know to make
the right food choice?**

What if it is **Just One!** FoodSmart ID.

(With a little help from your smartphone)

The problem

How do we enable consumers make an educated choice in selecting the right food for them. With the right quality, safety and known sustainability impact?



Other challenges across the value chain

- Trust: Public, Farm, Manufacturer, Distributor, Retailer
- Safety: Handling conditions, contamination, recalls
- Environment: Plastic, Water, Recycling
- Financial: Food waste
- Inefficiencies: Reconciliation



The solution

SmartFood app and
SmartFood blockchain
registry gives you the
power of making the
right food choice at
your fingertips, when
and where you shop



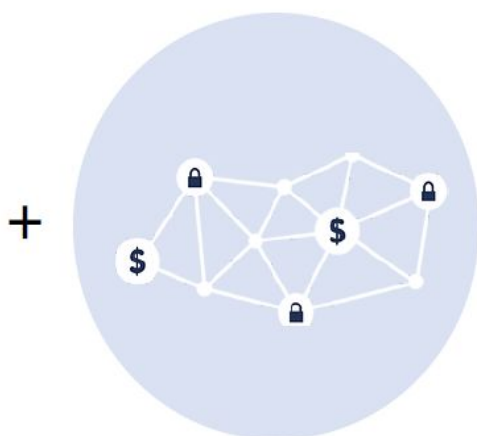
4 key technology trends allow us to re-invent the solution to the problem

Smartphones



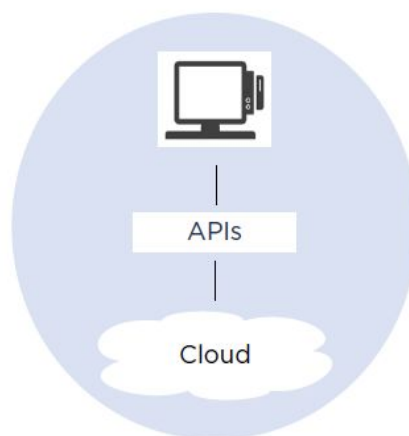
Smartphones now ubiquitous. Virtually 100% have a native digital wallet installed. Consumer adoption & use rapidly increasing.

Blockchain



Blockchain technology enables deployment of bank-grade, cryptographically-secure and high-transaction volume digital ledger @ scale.

The Cloud



Wide-spread adoption of Cloud technologies + APIs in retail environments means POS systems can be inter-connected to ledger in real-time.

Internet of Things

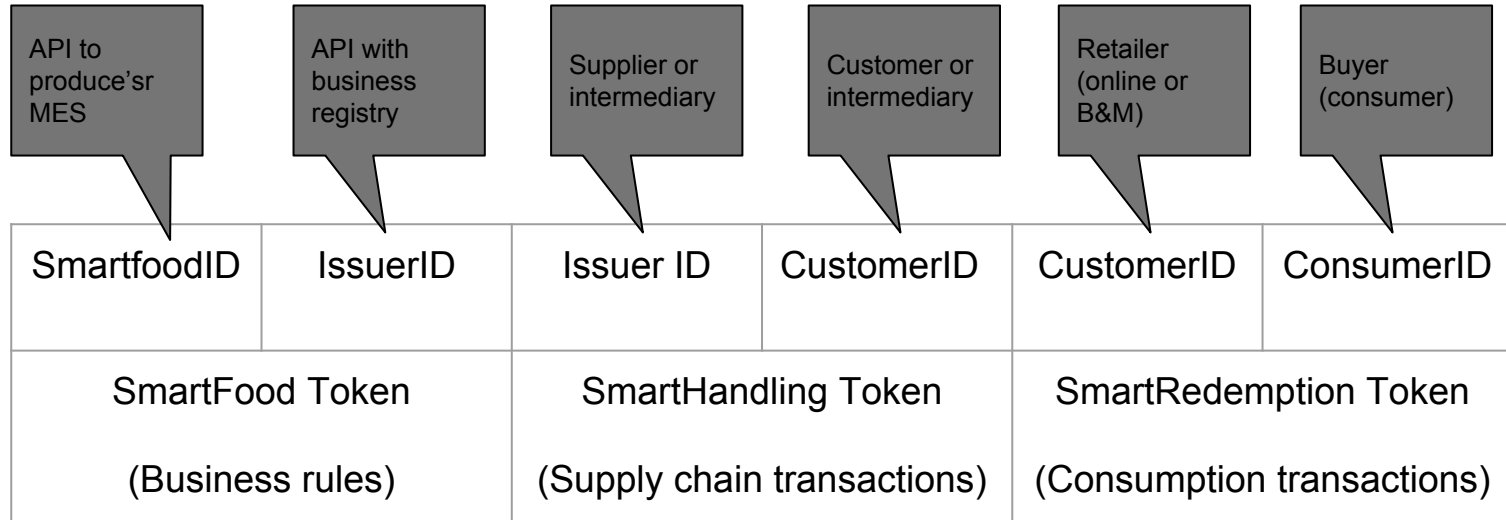


Low cost system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers and the ability to transfer data over a network.

A blockchain - powered Industry registry is the foundation of the solution



Blockchain Architecture



- 3 interconnected blockchains - each with unique purpose
- Each product has a unique SmartfoodID and is a unique transaction on every Blockchain
- All transactions are secure & encrypted
- Blockchain provides multi party control & audit
- All settlement on blockchain. No need for 3rd party 'clearing' house
- Single source of truth in real time eliminates the need for reconciliation

- App Key features

Provenance:

- Origin
- Date
- Batch
- Handling conditions

Traceability:

- Who touched it
- Where has it been
- How long did it take to deliver

Authenticity:

- Am i buying what i am paying for
- Was the product modified

Ratings and reviews:

- Did i like the product
- Would i recommend it in the future

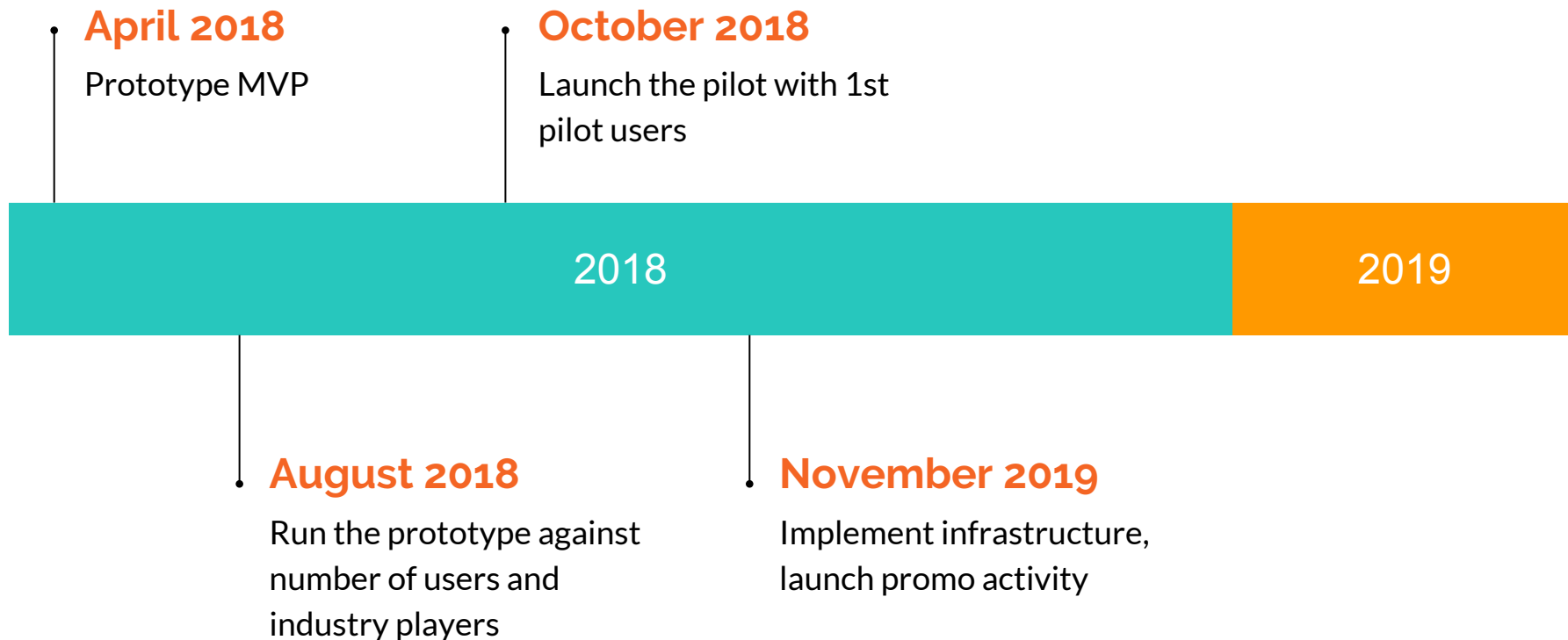
Interactivity:

- Send feedback
- Recommend me what to buy

Analytics:

- Smartness
- Your impact
- Incentives

Implementation plan



FAQ

1. How does this business make money?

There are 2 ways to approach this - either this initiative is funded by a non profit group (consortium), or a SFC currency is issued to fund/support the resources for the project. Multiple business models could evolve, including creating customer profiles, automating backend processes etc

2. What is the incentive for parties to participate?

Consumer. Ability to connect directly with manufacturer.

Supplier. Ability to connect directly with consumer.

Logistics. Clear accountability.

Regulator. Ability to audit and ACT should there be any issues.

3. What are the scope limitations?

Geographical: Within Canada.

Products: Grocery products

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