

**For Release Time
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Brave New Agra, Inc. Embraces the Blockchain

IoT Enables Digit Product Traceability

Tulare, CA – 16FEB2023 — Today at the World Ag Expo of 2023, Brave New Agra,



"Green leaf vegetable" by Markus Winkler, Unsplash is licensed by the Unsplash License.

Inc. announced its solution for digital product traceability, Brave Trace™, by enabling anyone with a smartphone to scan a QR code on their product packaging to see a history of how each product is made and where it's sourced from. They additionally announced this information will be made available immediately to consumers and regulators alike. The technologies they're using to accomplish digital traceability include the internet of things (IoT) and blockchain. These changes are expected to improve transparency and help predict trends in supply and demand.

"These technologies are allowing us to take a pulse and ask the hard questions like how healthy is our supply chain? Can we prevent product recalls by identifying issues in a specific step of manufacture?"

– Alex Eberwein, Chief Supply Chain Officer at Brave New Agra, Inc.

He continued, "The data at our fingertips is allowing us to make the decisions on health and safety like never before. Anyone with a smartphone is going to have access to most of this data to verify the authenticity of our food products and whether we are keeping

our promises to them.” Clarifying, he says, “all you have to do is scan a QR code on the packaging.”

Positive Customer Impact

Many customers have already benefited from deploying the new supply chain integrations. Evelyn Harper, 31, and a mother of two says “it’s great that I can scan some of these products and see exactly what ingredients go into the foods I choose for my children and where they come from.” As these technologies become more widespread in agriculture, and the food industry at large, customers are receiving a unified view of what the products they buy *are*.

“For example, I can scan our orange juice, see that the oranges came from local farms in Florida, no pesticides were used, and that it was a good growing year.” said, Evelyn Harper, “This makes me more confident in the brands Brave New Agra is marketing and that what they say is true.”

Brave Trace™ Availability

Tips for how you can take advantage of these changes the next time you shop at the grocery store are available for immediate download at: braveagra.com/traceability.

Founded in 1937, Brave New Agra, Inc (Nasdaq “BNA”) is the national leader in modern food manufacture and packaging. The company offers a wide variety of products designed to sustain hard-working Americans in cheap, simple ways.

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For more information on Brave Trace™:

braveagra.com/traceability