

Can your favorite snacks **be fairly produced**



PROBLEM



16%
↓
6%

Back in 1980, Ghanaian farmers could still pocket 16% of the selling price of a chocolate bar. **Today, the share has plummeted to 6%.**

PROBLEM



Companies with advanced **supplier collaboration** capabilities outperform their peers and beat their industry by **2x growth**

MCKINSEY

| **69%**

of companies lack supply chain visibility

BCI

| **89%**

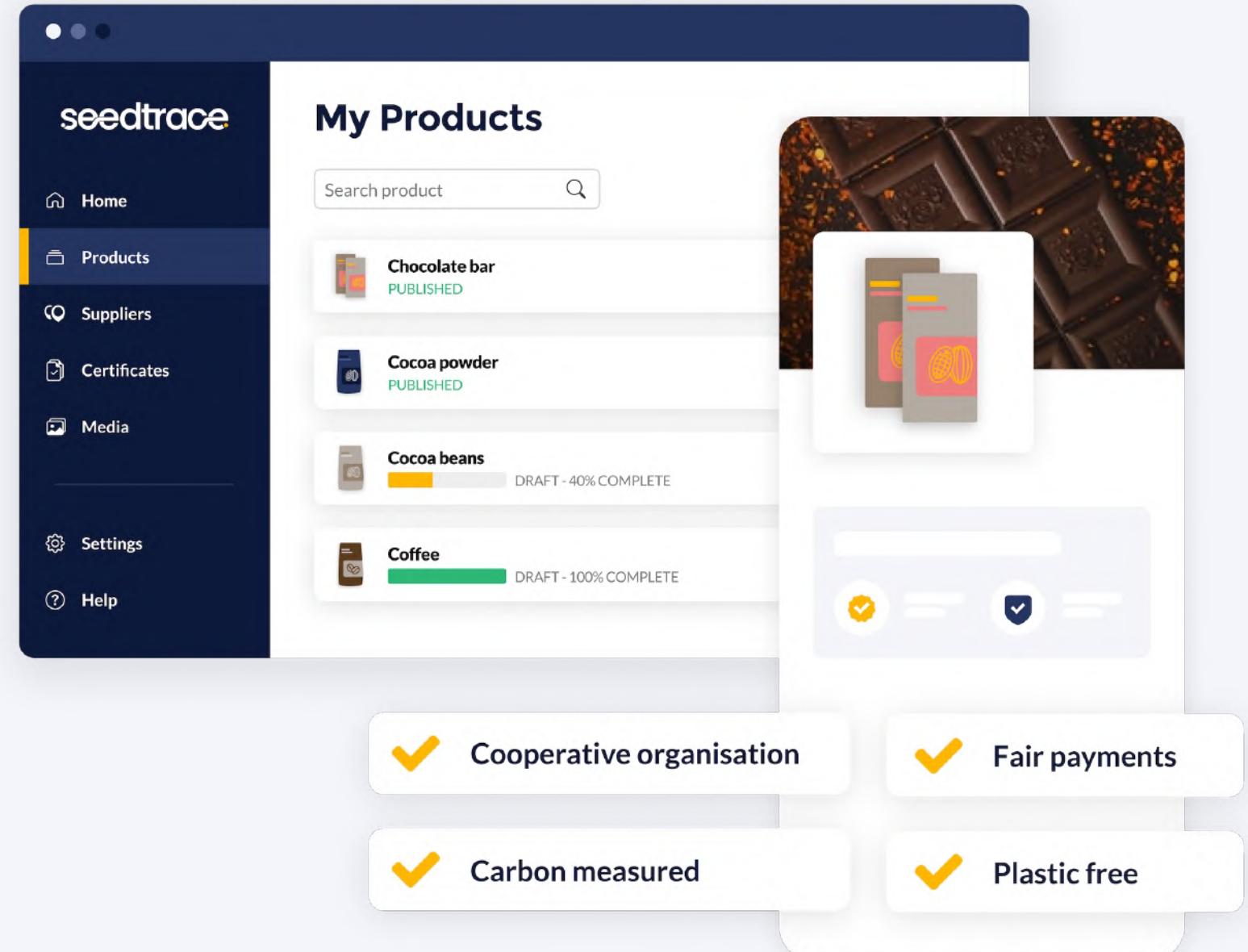
of consumers are willing to change brand due to a lack of transparency

IBM

| **68%**

of supply chain managers use Excel spreadsheets as a management tool

ZIPPIA



The image shows a screenshot of the Seedtrace platform's user interface. The left sidebar contains navigation links: Home, Products (which is selected and highlighted in yellow), Suppliers, Certificates, Media, Settings, and Help. The main content area is titled 'My Products' and shows a list of four items: 'Chocolate bar' (PUBLISHED), 'Cocoa powder' (PUBLISHED), 'Cocoa beans' (DRAFT - 40% COMPLETE), and 'Coffee' (DRAFT - 100% COMPLETE). Below the list is a search bar with the placeholder 'Search product'. At the bottom of the page, there are four yellow checkmark icons with corresponding text: 'Cooperative organisation', 'Fair payments', 'Carbon measured', and 'Plastic free'.

- Chocolate bar PUBLISHED
- Cocoa powder PUBLISHED
- Cocoa beans DRAFT - 40% COMPLETE
- Coffee DRAFT - 100% COMPLETE

Cooperative organisation Fair payments

Carbon measured Plastic free

seedtrace.

The platform for **credible supply chain transparency** in the food & beverage industry

SOLUTION

SUPPLIER MANAGEMENT & TRACEABILITY



seedtrace

Supply chain mapping - Italian spice mix

Carbon neutral APPROVED

Living wage APPROVED

Supply chain mapping - Italian spice mix

Supply chain overview

Italian spice mix 5/8 COMPLETED

Add component chains

1. Origin 2. Processing 3. Final product

1. Origin: Salt flakes (Supplier 2) - Extraction (Supplier 5), Salt crystals (Supplier 3), Dried tomato flakes (Supplier 4), Dried red onion flakes (Unknown supplier), Sweet paprika powder (Herb spice)

2. Processing: Crushing (Supplier 2), Salt flakes (Supplier 3), Drying & slicing (Unknown), Dried tomato flakes (Unknown), Dried red onion flakes (Unknown), Sweet paprika (Unknown)

3. Final product: Mixing (Supplier 2), Salt flakes (Supplier 6), Italian spice mix (Supplier 7), Warehouse & selling (Retailer)

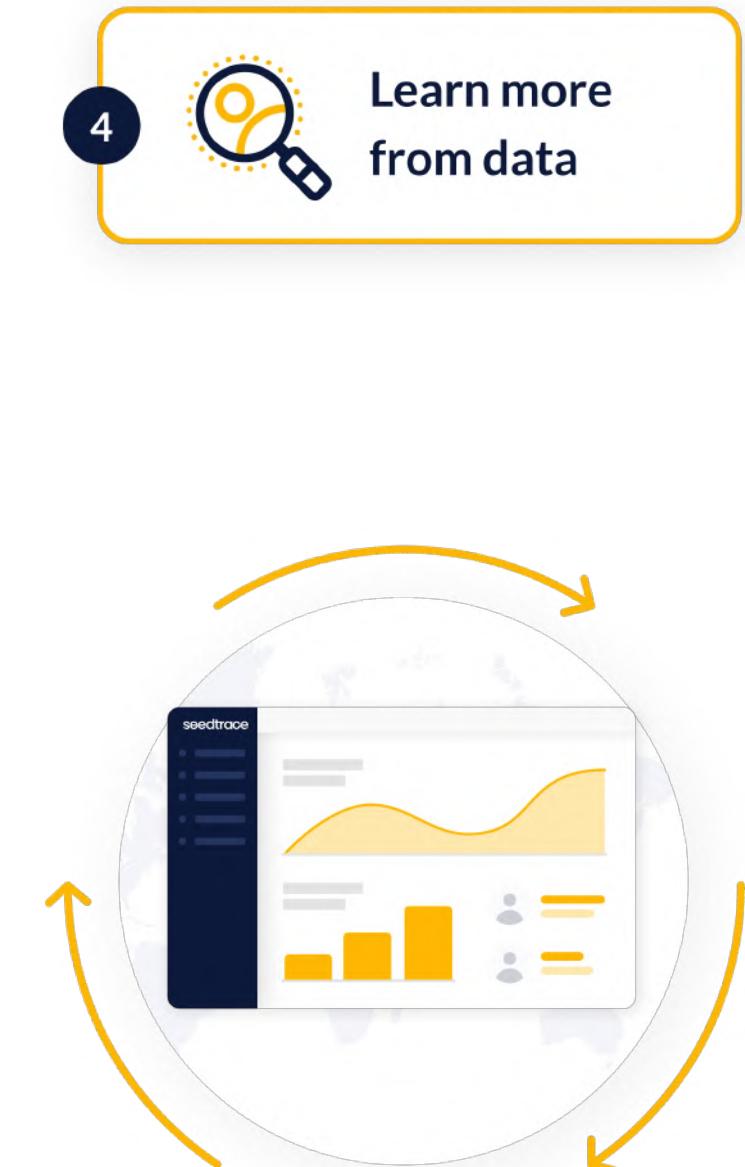
PRODUCT JOURNEY

1 Origin

Harvest Colombia

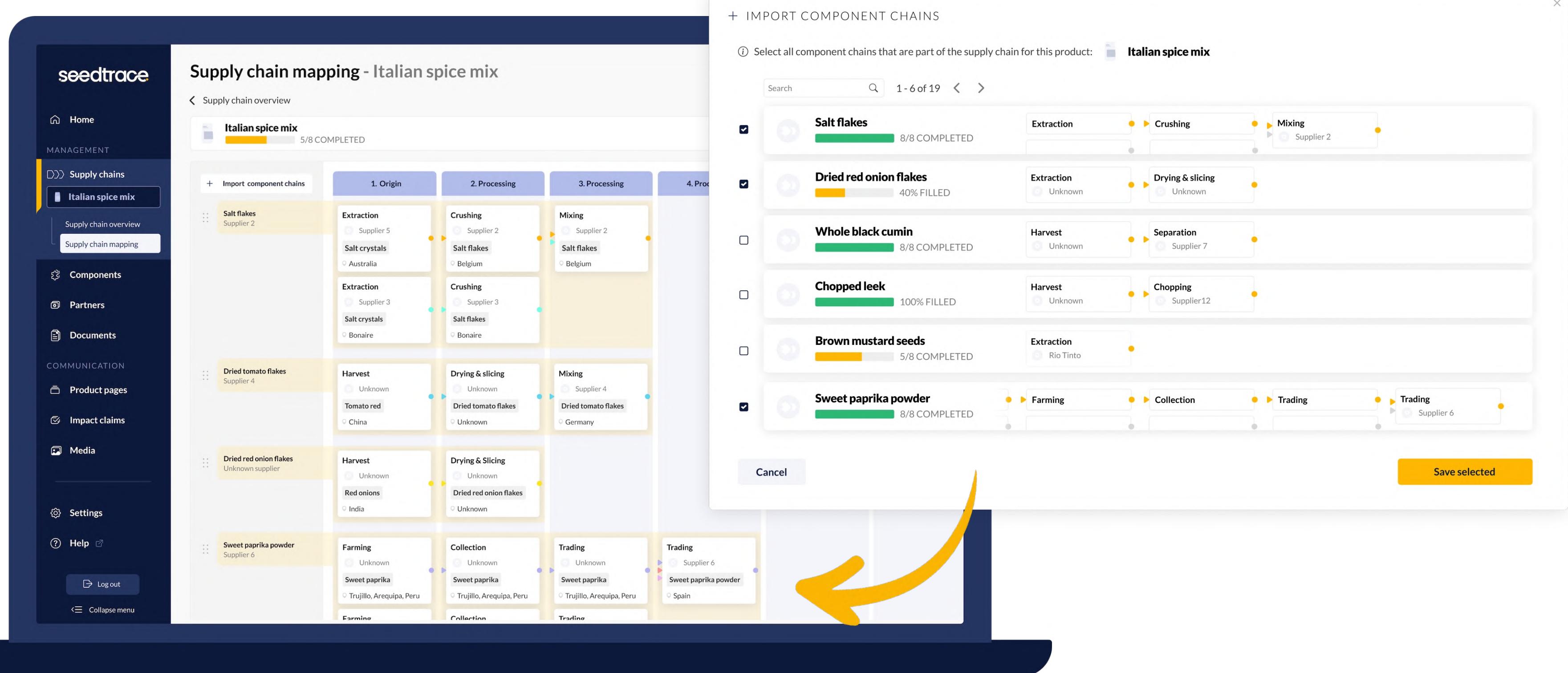
Most family farms in this tropical climate are agroforestry systems with coconut, root vegetables and hard wood. Solar driers with roofs help farmers take advantage of the heat

See more

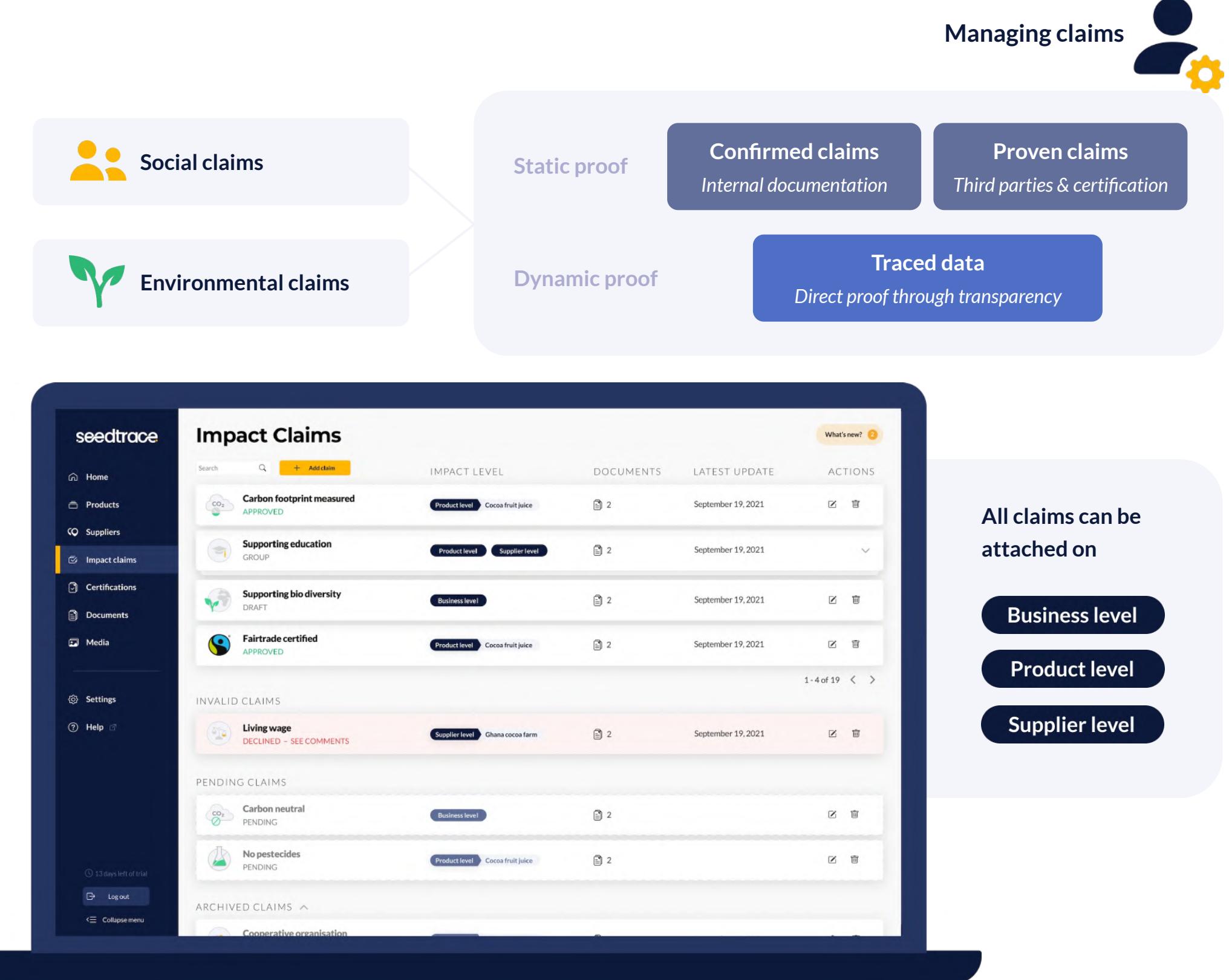


SOLUTION

SUPPLY CHAIN MAPPING



SEEDTRACE IMPACT FRAMEWORK EXEMPLARY CLAIMS & BENCHMARKING



All claims can be attached on

- Business level**
- Product level**
- Supplier level**

Communicating impact

COFFEE COMPANY

Coffee deluxe

- verified with seedtrace**
- Living wage**
- Fairtrade**

PRODUCT JOURNEY

SOLD ITEM

- 16 buckets cocoa (40 kg of pulp) **30 \$**

PAYMENT DETAILS

- KOA GmbH** Cocoa fruit processor
- 2021-09-14
- Josef N.** Assin Akufuoma

VIEW ON BLOCKCHAIN

- 20% higher than the extreme poverty line of 1,900USD per day
- Will in average sustain a family of 4 for 2 weeks in Ghana
- Equivalent to a monthly pay of 1200 EUR in Germany

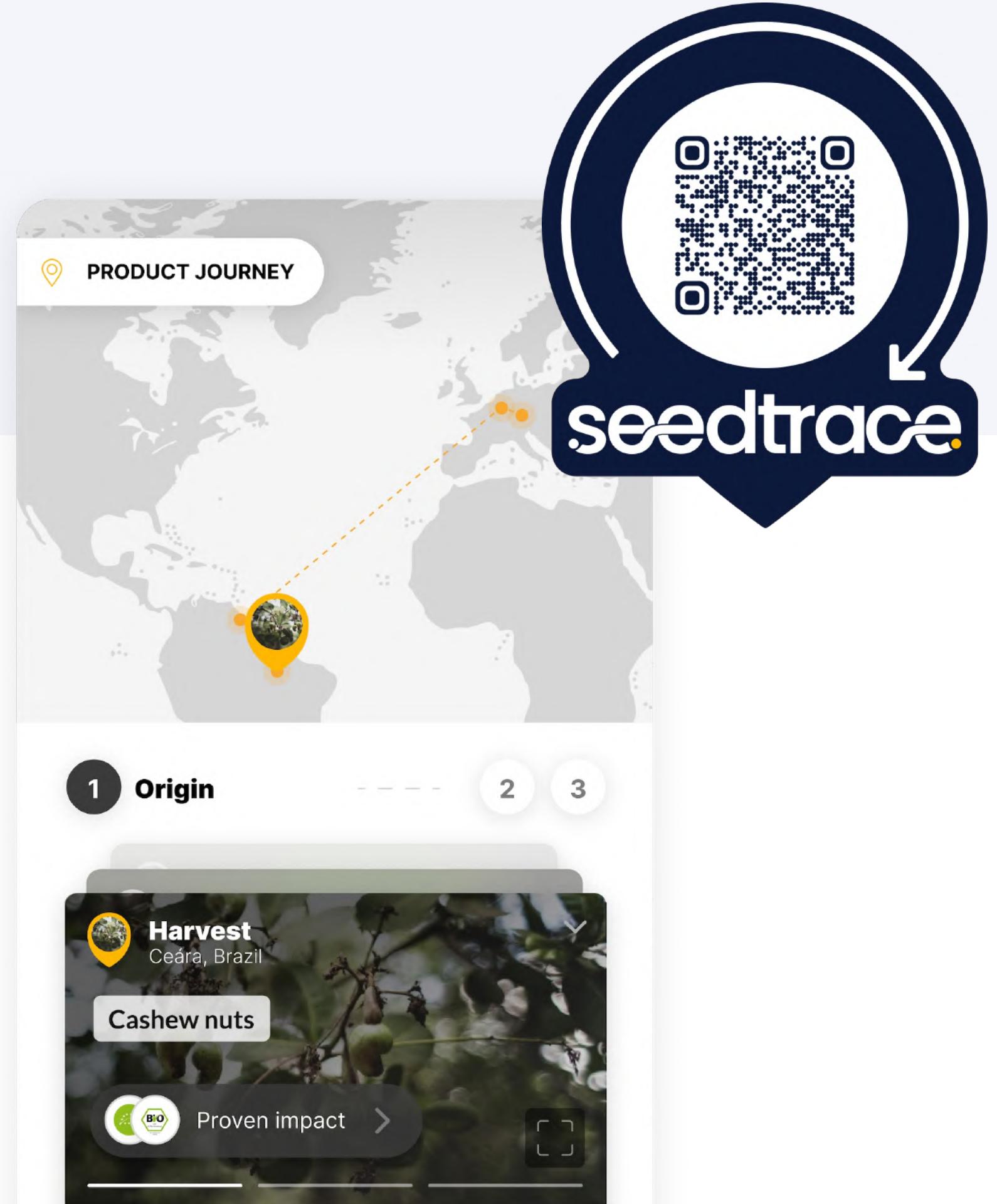
Exemplary Tracing Outline

INTERNAL DASHBOARD PROTOTYPE

tracking of impact KPIs of their cashew purchases, now focused around Payment Transparency and Living Wage, but can be completed with additional sustainability criteria over time.

EXAMPLES OF B2C COMMUNICATIONS

including first rough ideas of how the transparency data could be integrated into various communication channels; physical PoS, product packaging, online shops, apps and websites.





seedtrace

Partner Overview

◀ All Partners

Santa Maria ACTIVE

78% farmer details traced

COUNTRY: Brazil ACTIVITIES: Farming & fermentation

Living Wage: 30% above threshold Farmer Training

FARMERS 4

PLANTATION AREA

Felipe Ferreira Araújo Farmer

Demographics Income Yield

OTHER INCOME: \$ 624 PROJECT-SPECIFIC INCOME: \$ 7 476 HOUSEHOLD INCOME: \$ 8 100

\$ 52 Average per month \$ 623 Average per month 13% above living wage threshold

kg 749 Cashews bought **\$ 623** Monthly farmer income **\$ 10.12** Average price per kg

Guy Neves Osterno Farmer

Logout Collapse menu

Partner Overview | **Income**

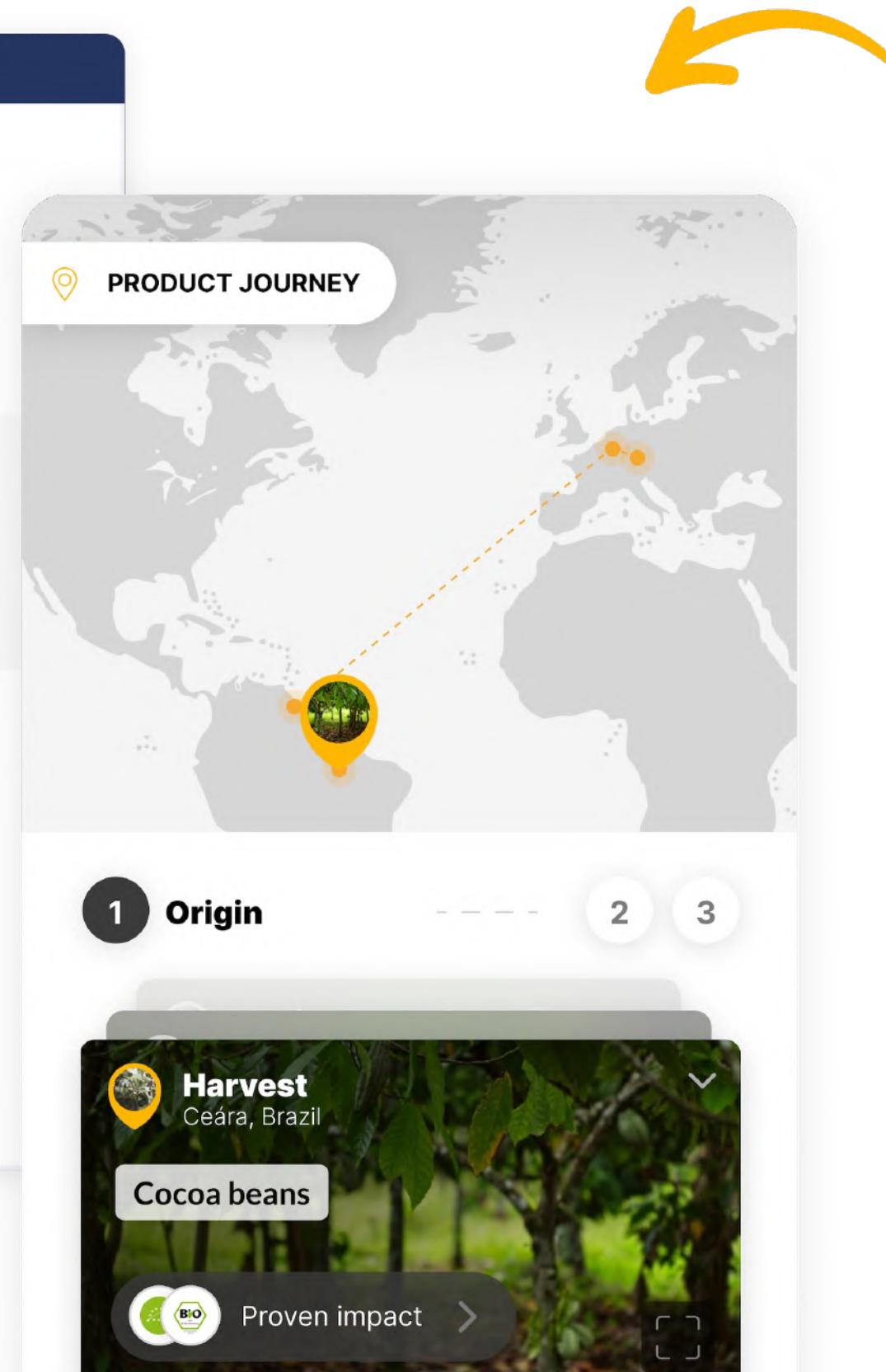
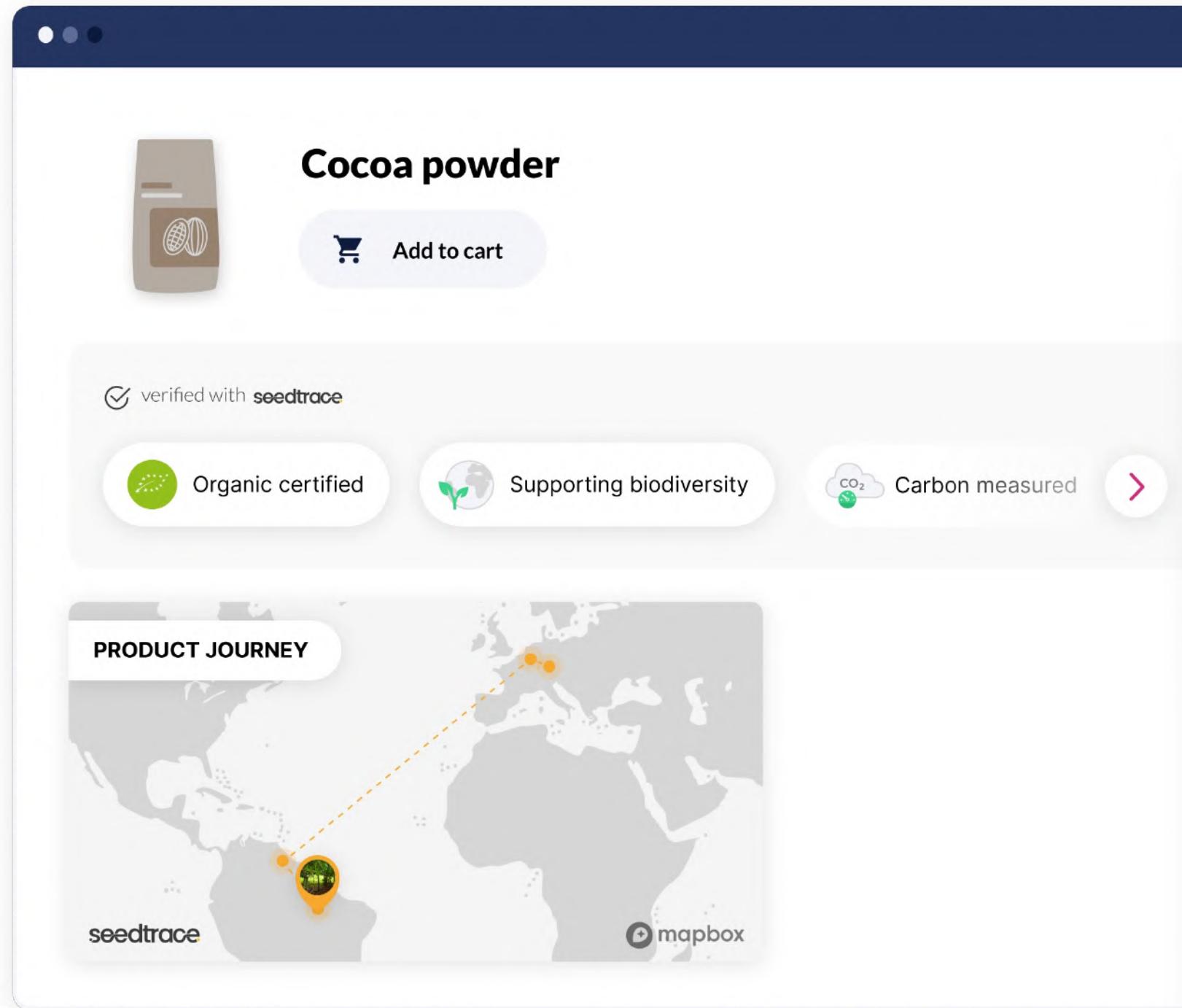
- Each project may, as is the case here, include multiple partners or farms that involve several workers/farmers whose living wage is to be assessed.
- This detailed overview is where the individual farmer data can be filtered and either uploaded via CSV or directly edited by the relevant parties.
- A possible clustering of impact data on farmer level could include **Demographics, Income and Yield data**.



Living Wage Overview

- The project-specific Living Wage overview could include the listed KPIs that are also assessable on farmer level (see next page) including the average household income and contribution to the latter.

SOLUTION B2C COMMUNICATION





Your logo here

WEBSITE NAME

The conscience eats with you. Every third consumer is interested in where the food comes from and under what conditions it was produced. Just like us, they attach great importance to the fact that grain, legumes and the like are grown in an ecologically friendly manner and are traded as fairly as possible.

Explore the journey of our products here!

Cashews

Rice

Cocoa

Sunflower seeds

PRODUCT JOURNEY

1 Origin

Harvest Tonle Sap, Cambodia

Rice spikelet

Proven impact

With a plantation of cocoa trees stretching well over a hectare, most family farms in this tropical climate are agroforestry systems.

See more

Harvest Mekong, Cambodia

Collection Mekong, Cambodia



Embedded integrations into websites, of the own brand or business partners, are also possible, e.g. as a product or ingredient slider showing impact claim details and the product journeys. We simply provide you with a code snippet to easily embed the visual.

Cashews Example Journey



SOLUTION B2C COMMUNICATION



ABOUT

What makes us different?

SUPPLIER PROJECTS

School construction

Sanitary posts

€13 920 / €24 500 57%

You support these projects in Guatemala with 0,5 € per purchased jar.

School Construction

Cahabon, Guatemala

Through building a school, we're empowering farmers and their families in Guatemala. Education breaks the cycle of poverty, improves agricultural practices, and fosters economic growth. It promotes gender equality, better health, and a more sustainable future. With access to education, this community can thrive and create a brighter tomorrow.

School construction

€10 000 / €10 000 100%

See less

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School construction

€10 000 / €10 000 100%

See less



The contribution to the premium projects can be made transparent to consumers to share insights about the development of the communities the farmers live in.

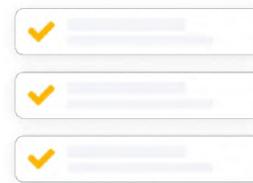
In a deep dive, the consumers can inform themselves about the achievements within each of the projects and understand the impact of their individual purchases.



All data is:

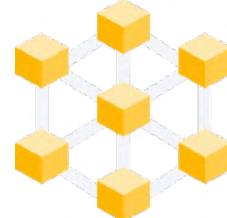
1

...verified through a
3-leveled process



2

...irreversibly stored
on an open Blockchain

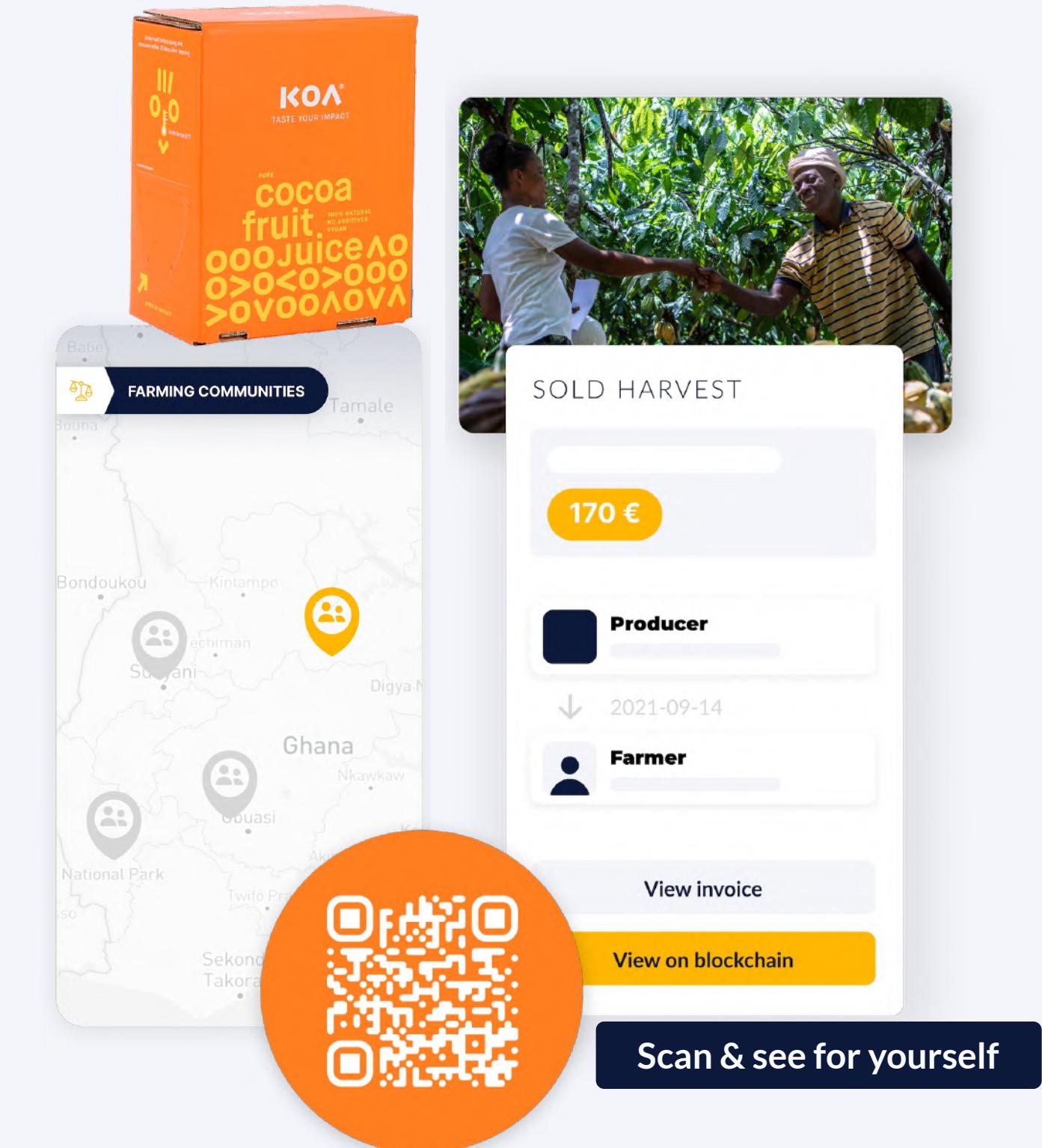


3

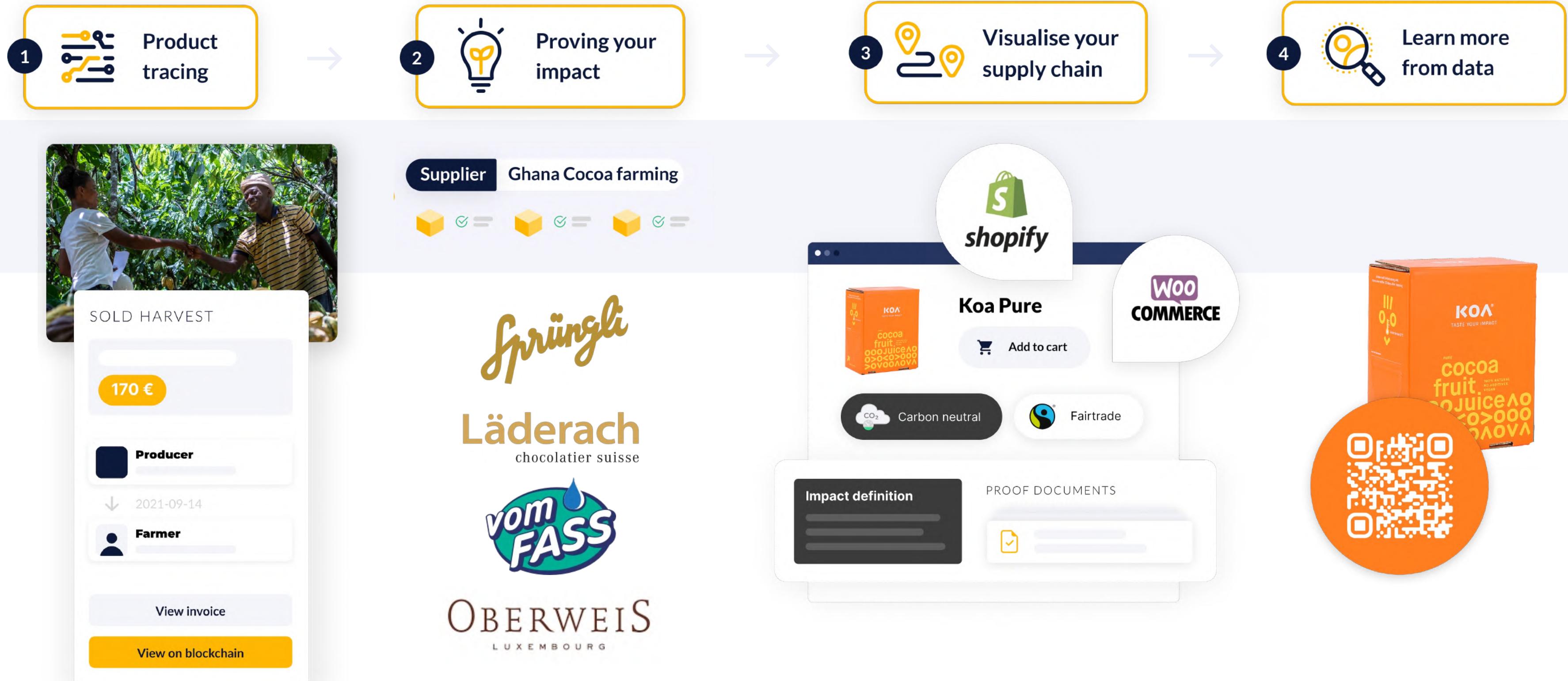
...traceable for all
actors along the chain
and consumers



No garbage in, no garbage out.



SOLUTION SUPPLIER MANAGEMENT & TRACEABILITY



LET'S LOOK BEYOND THE LABEL!

Try it **yourself**



Ana Selina Haberbosch

ashaberbosch@seedtrace.org

+ 49 174 761 4555



www.seedtrace.org

