

# Can your favorite snacks **be fairly produced**



## PROBLEM



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

BCI

|

69%

of companies lack supply chain visibility

IBM

|

89%

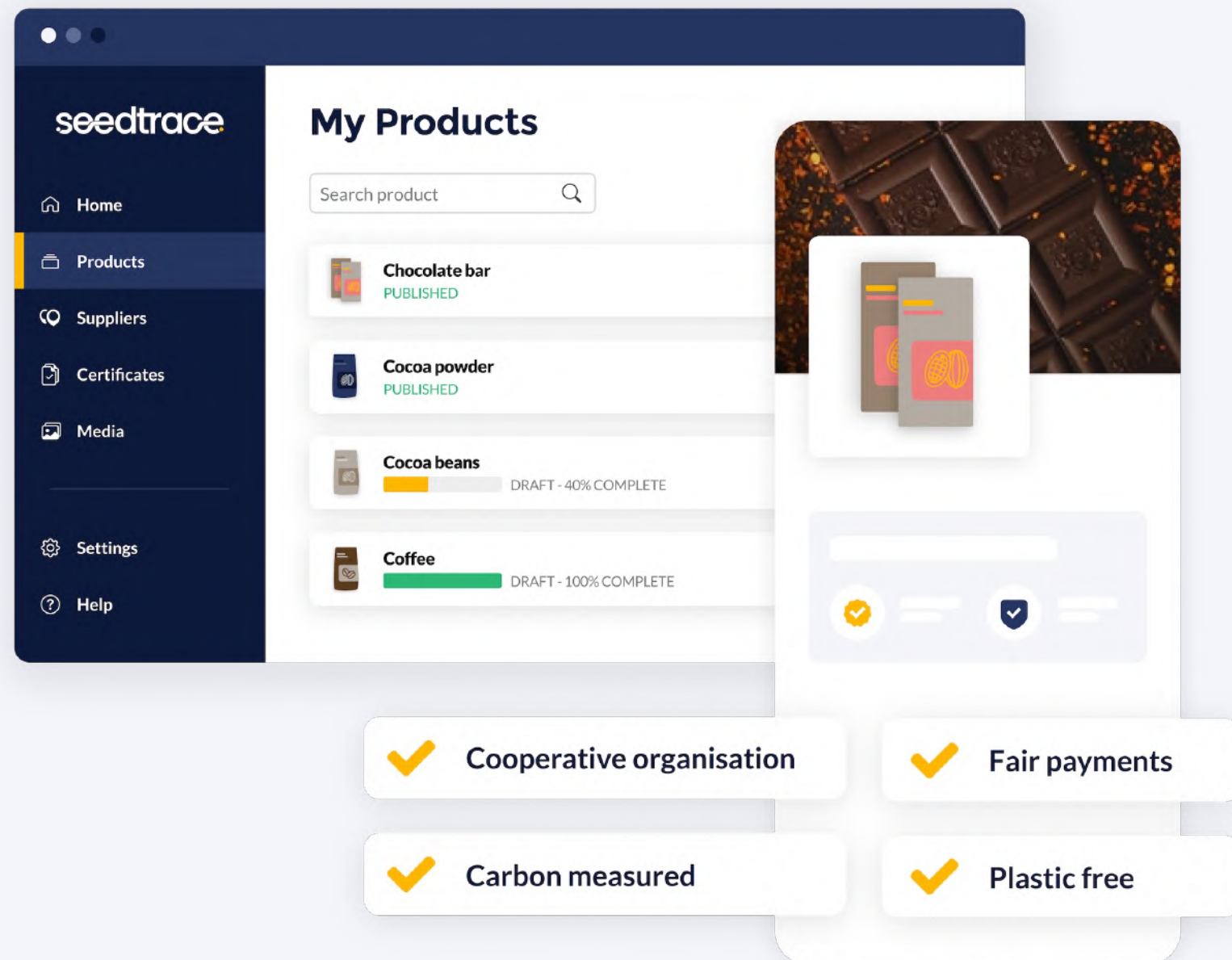
of consumers are willing to change brand due to a lack of transparency

ZIPPIA

|

68%

of supply chain managers use Excel spreadsheets as a management tool

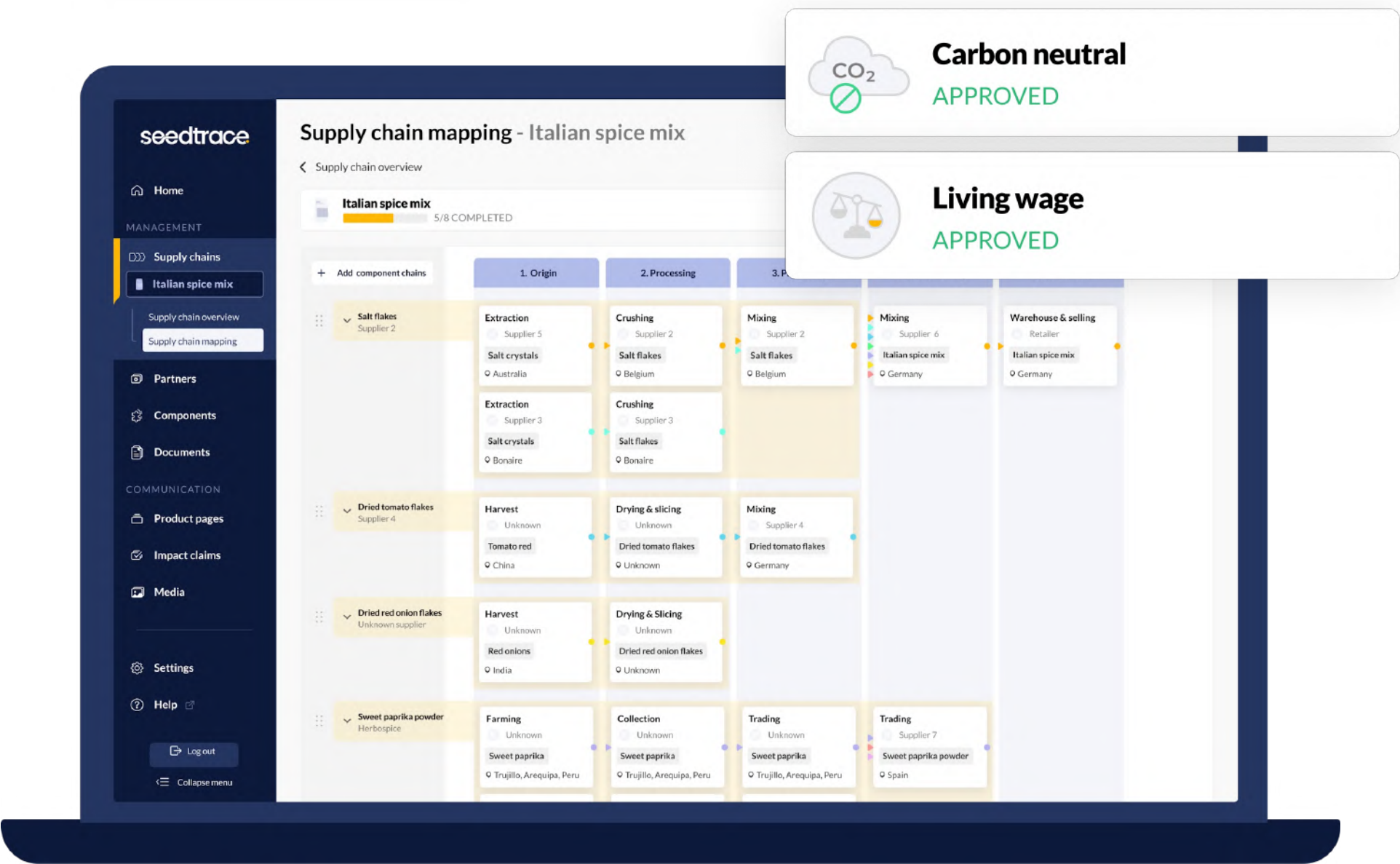
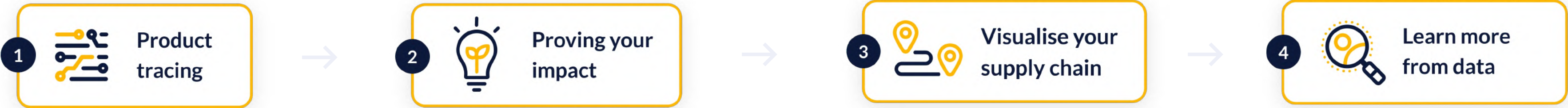



# seedtrace.


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

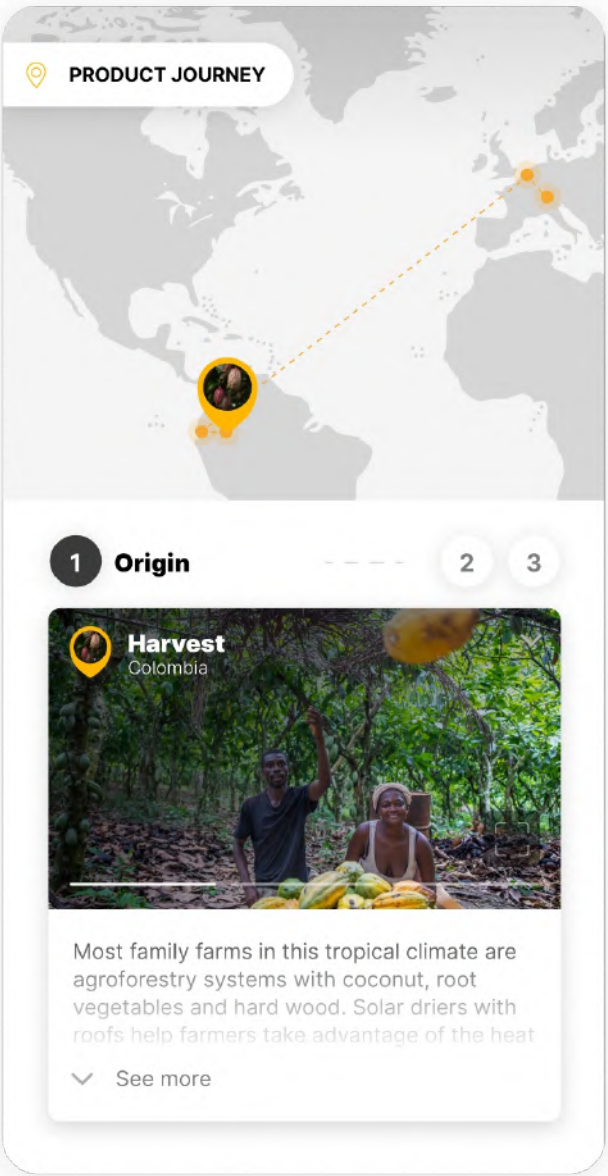


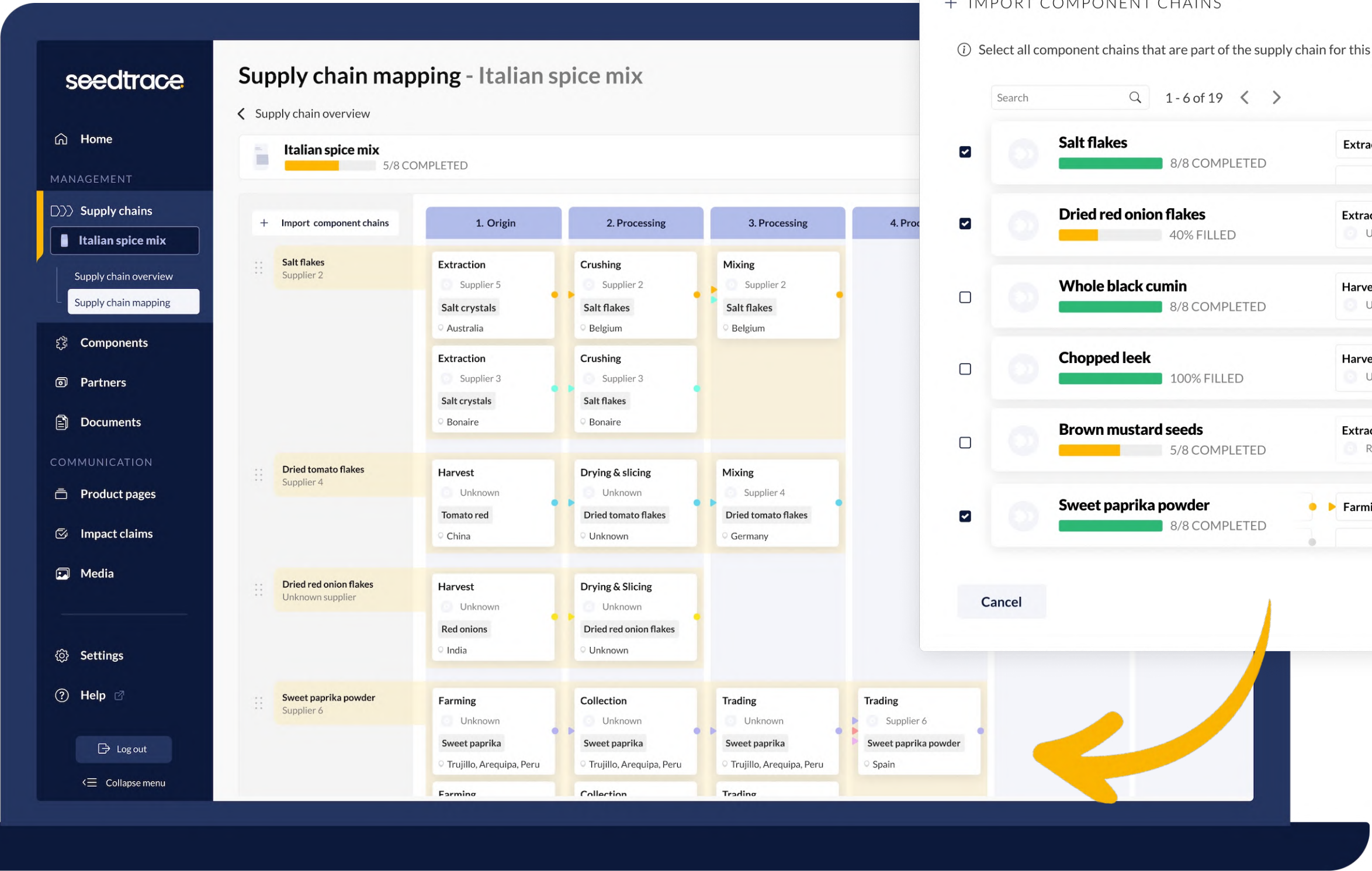
SOLUTION  
SUPPLIER MANAGEMENT & TRACEABILITY



**Carbon neutral**  
APPROVED

**Living wage**  
APPROVED





+ IMPORT COMPONENT CHAINS

Select all component chains that are part of the supply chain for this product: **Italian spice mix**

Search 1 - 6 of 19 < >

<input checked="" type="checkbox"/>	<b>Salt flakes</b> 8/8 COMPLETED	Extraction	Crushing	Mixing Supplier 2
<input checked="" type="checkbox"/>	<b>Dried red onion flakes</b> 40% FILLED	Extraction Unknown	Drying & slicing Unknown	
<input type="checkbox"/>	<b>Whole black cumin</b> 8/8 COMPLETED	Harvest Unknown	Separation Supplier 7	
<input type="checkbox"/>	<b>Chopped leek</b> 100% FILLED	Harvest Unknown	Chopping Supplier 12	
<input type="checkbox"/>	<b>Brown mustard seeds</b> 5/8 COMPLETED	Extraction Rio Tinto		
<input checked="" type="checkbox"/>	<b>Sweet paprika powder</b> 8/8 COMPLETED	Farming	Collection	Trading Supplier 6

Cancel Save selected

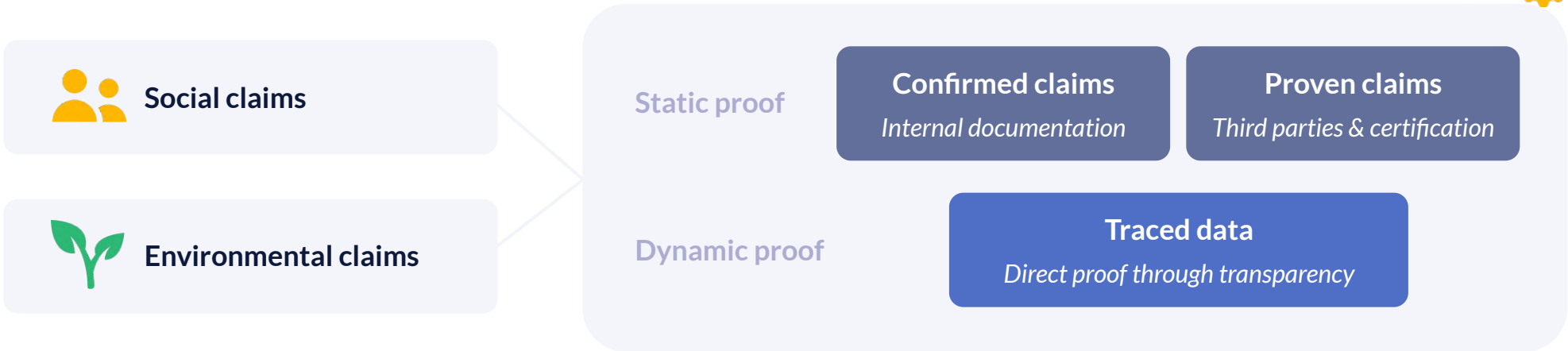


# SEEDTRACE IMPACT FRAMEWORK

## EXEMPLARY CLAIMS & BENCHMARKING



### Managing claims



All claims can be attached on

Business level

Product level

Supplier level



### Communicating impact

The screenshots show the user interface for communicating impact. The top part shows a product page for 'Coffee deluxe' with an 'Add to cart' button. Below the product, there are verification badges for 'verified with seedtrace', 'Living wage', and 'Fairtrade'. A 'PRODUCT JOURNEY' map shows the path from the source to the destination. The bottom part shows a 'SOLD ITEM' summary for 16 buckets of cocoa (40 kg of pulp) priced at 30 \$, with payment details for KOA GmbH, a transaction date of 2021-09-14, and the name Josef N. Assin Akufooma. A 'VIEW ON BLOCKCHAIN' button is also present.

20% higher than the extreme poverty line of 1,90USD 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

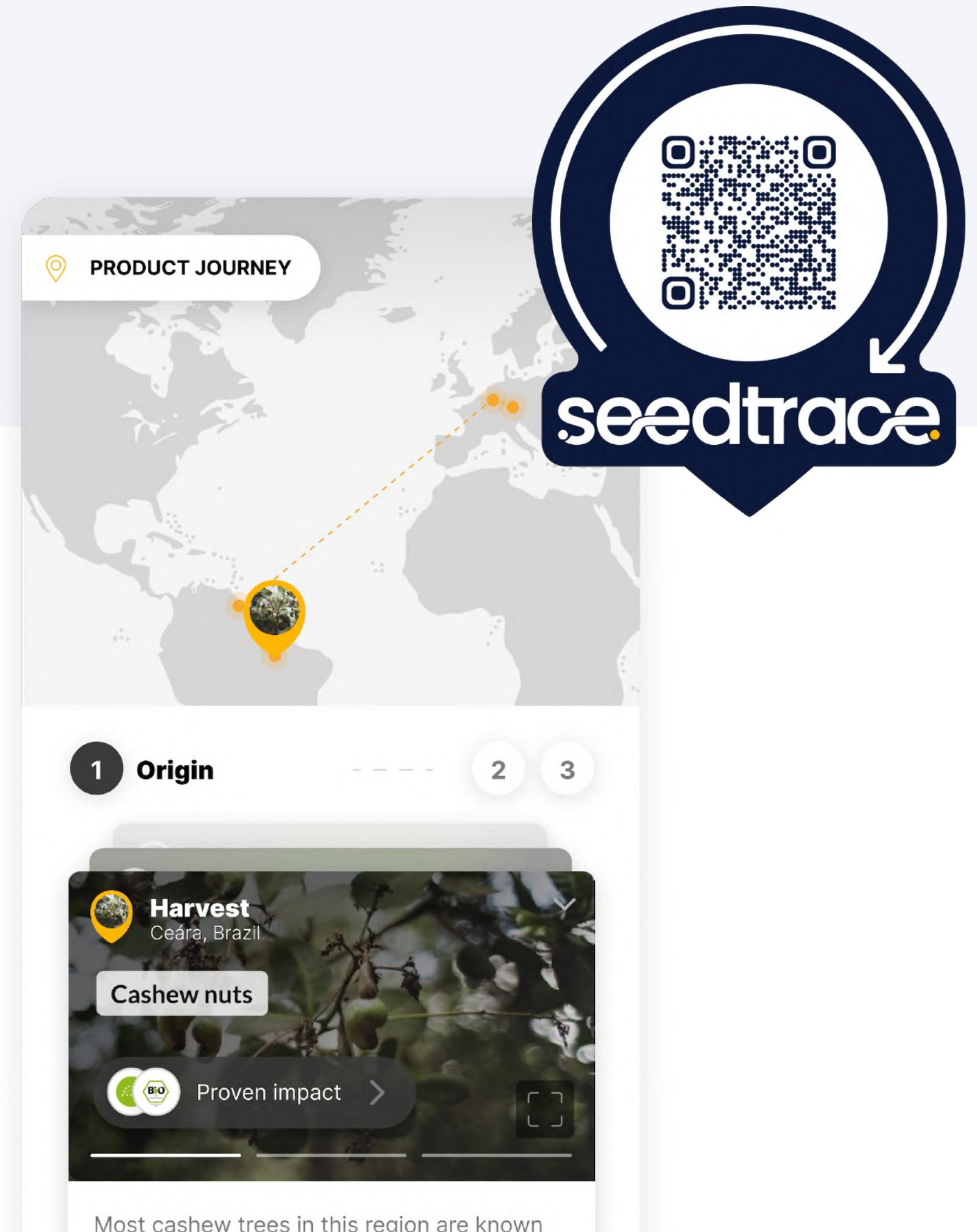
# Exemplary Tracing Outline

## INTERNAL DASHBOARD PROTOTYPE

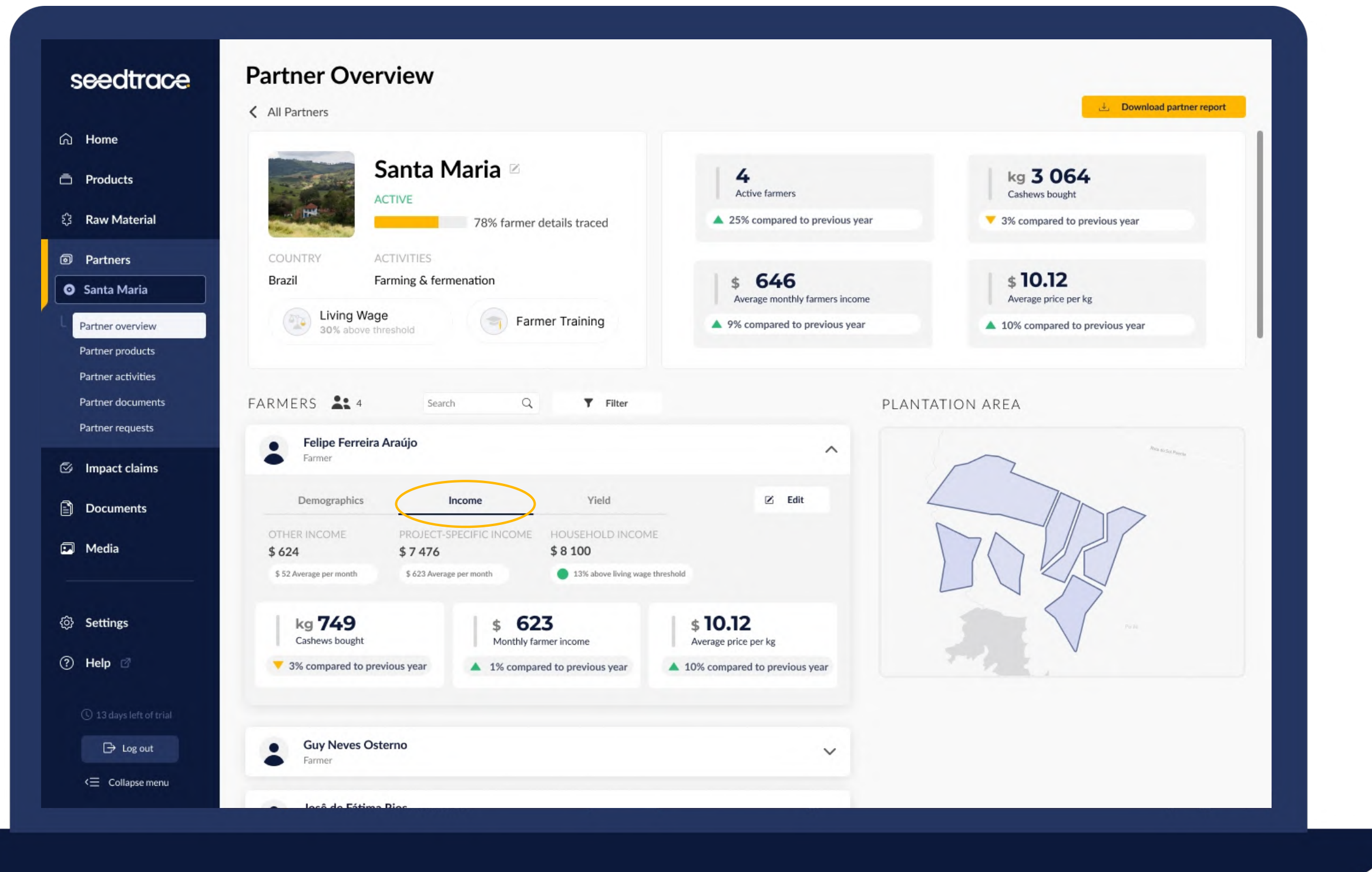
tracking of impact KPIs of their cashew purchases, now focused around Payment Transparency and Living Wage, but can be completed with additional sustainability criteria over time.

## 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.

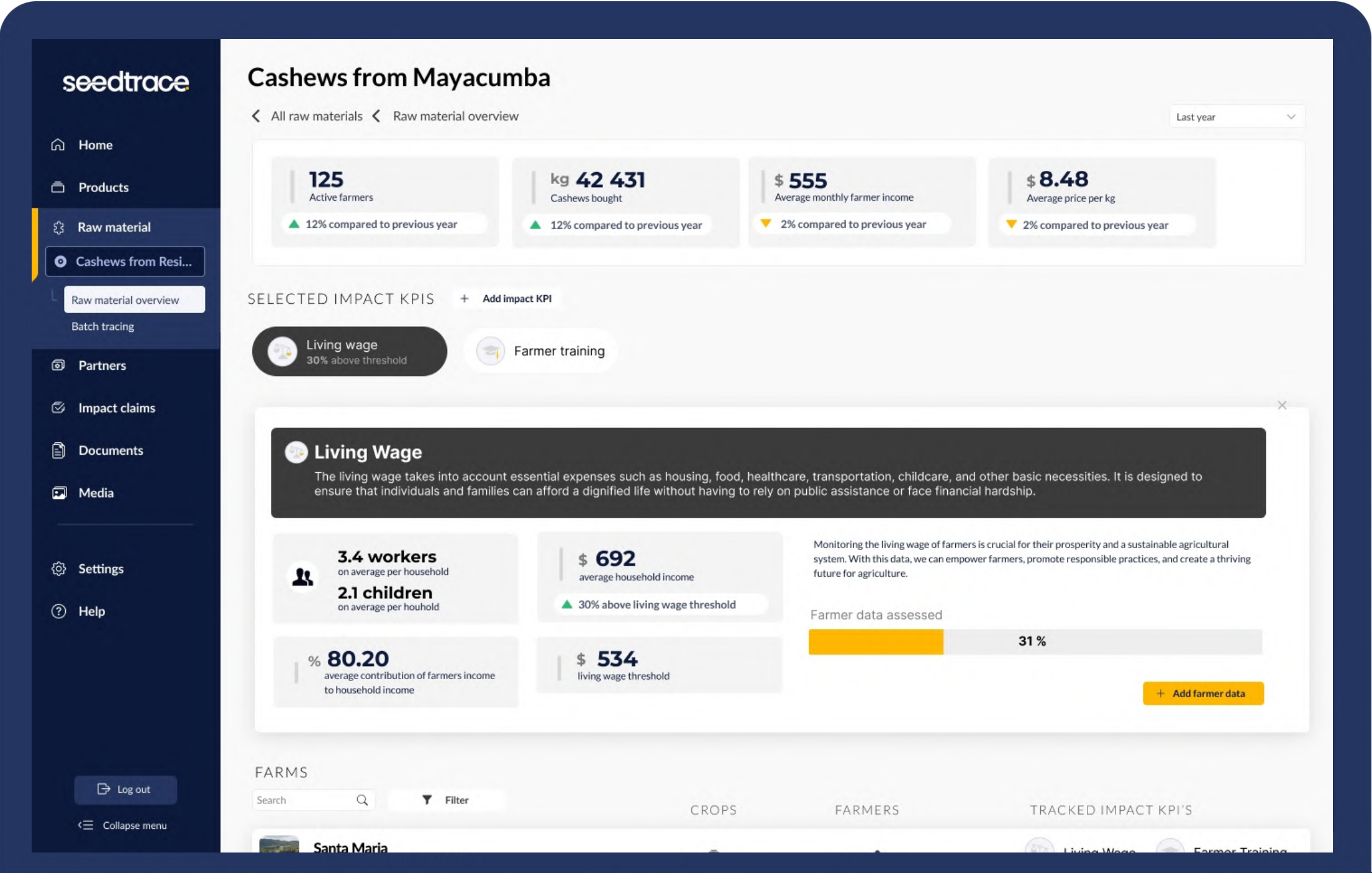






## Partner Overview | *Income*

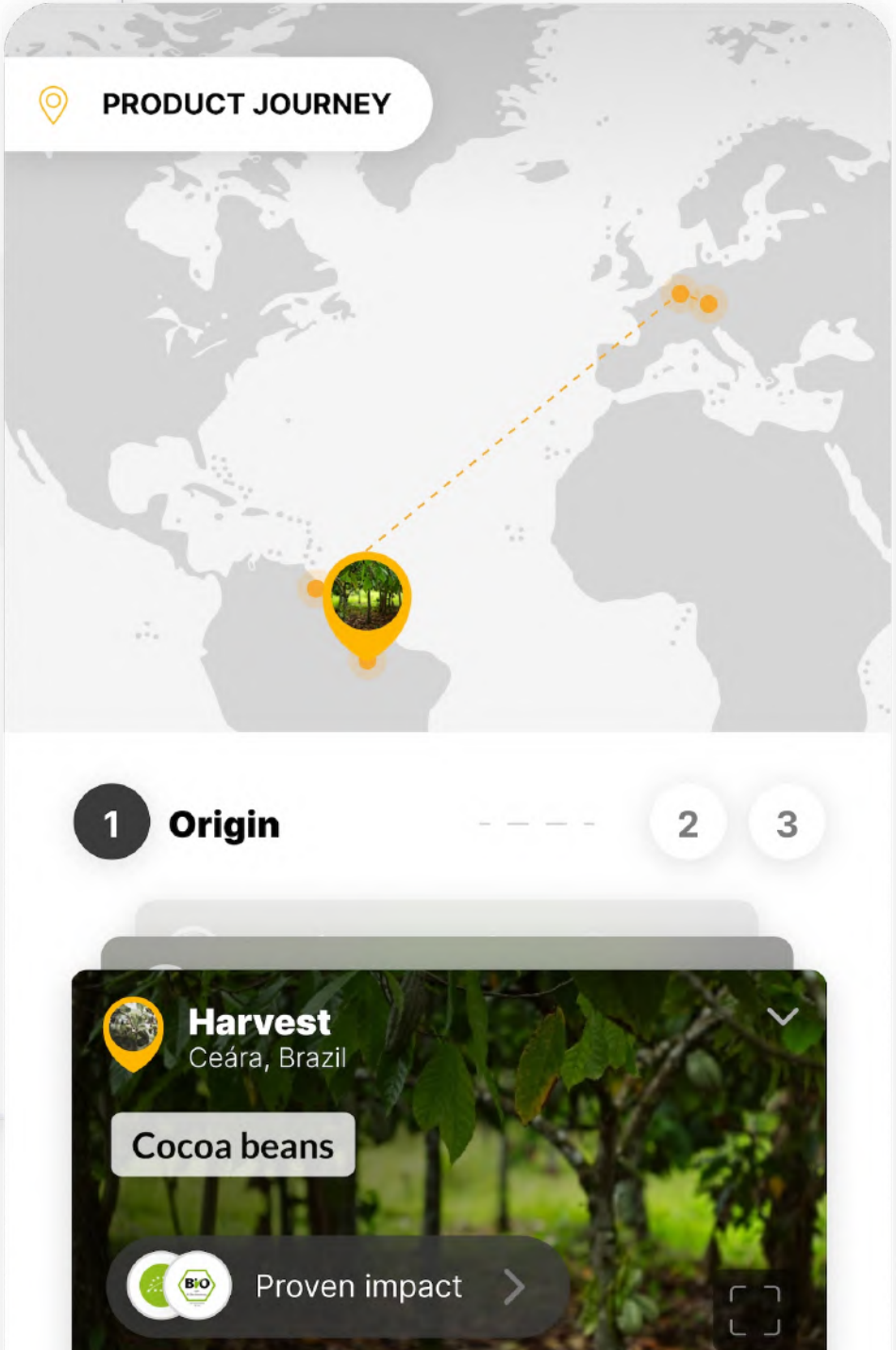
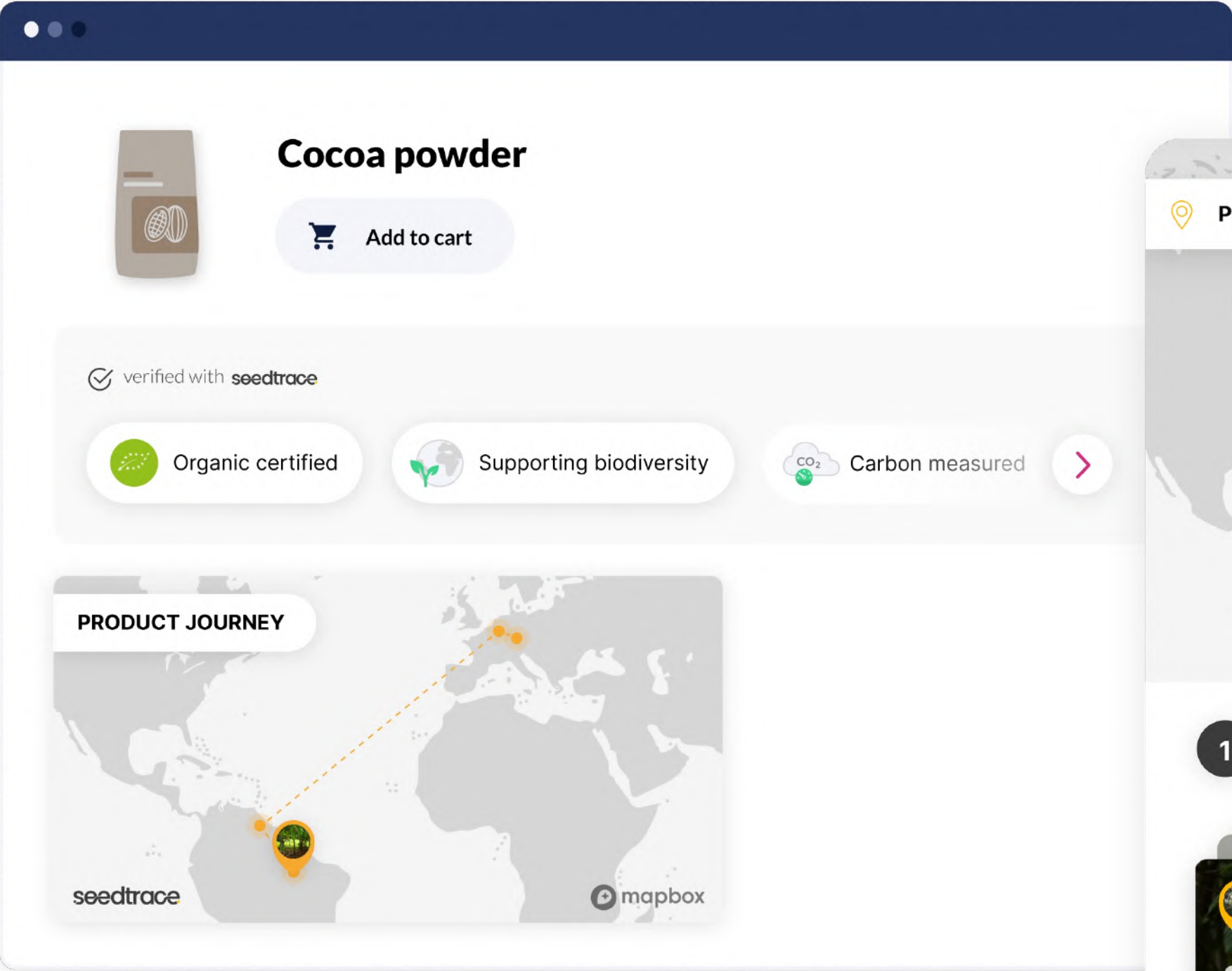
- Each project may, as is the case here, include multiple partners or farms that involve several workers/farmers whose living wage is to be assessed.
- This detailed overview is where the individual farmer data can be filtered and either uploaded via CSV or directly edited by the relevant parties.
-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

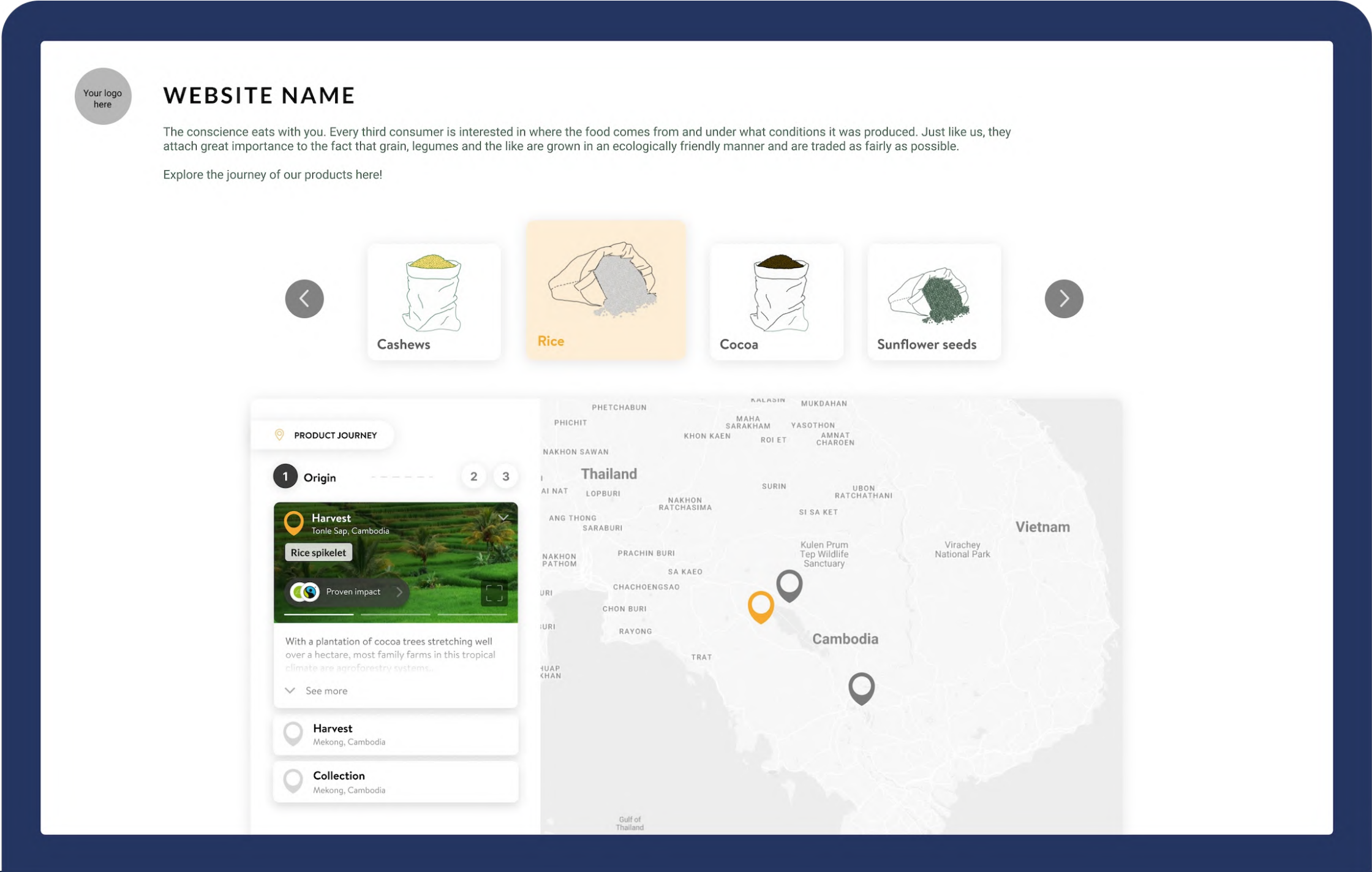


## Living Wage Overview

- 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.





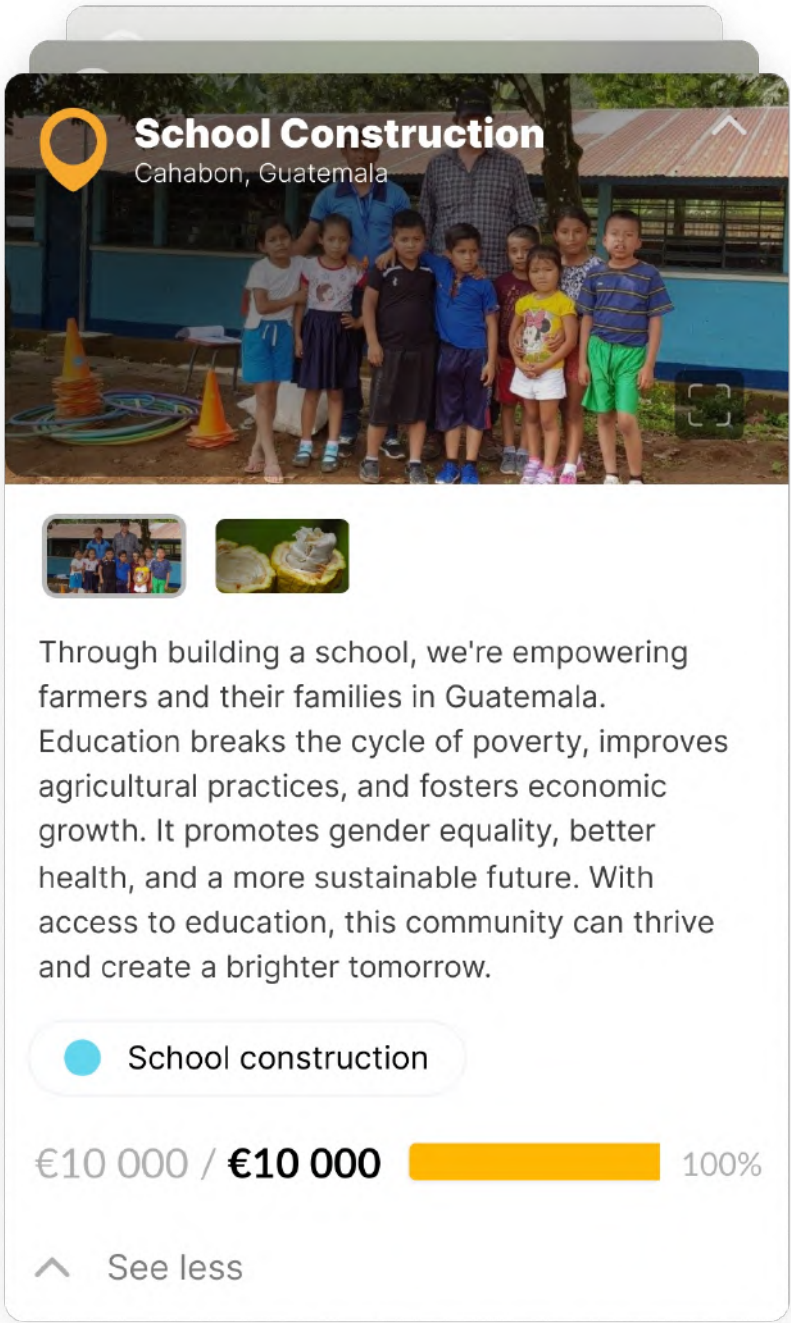
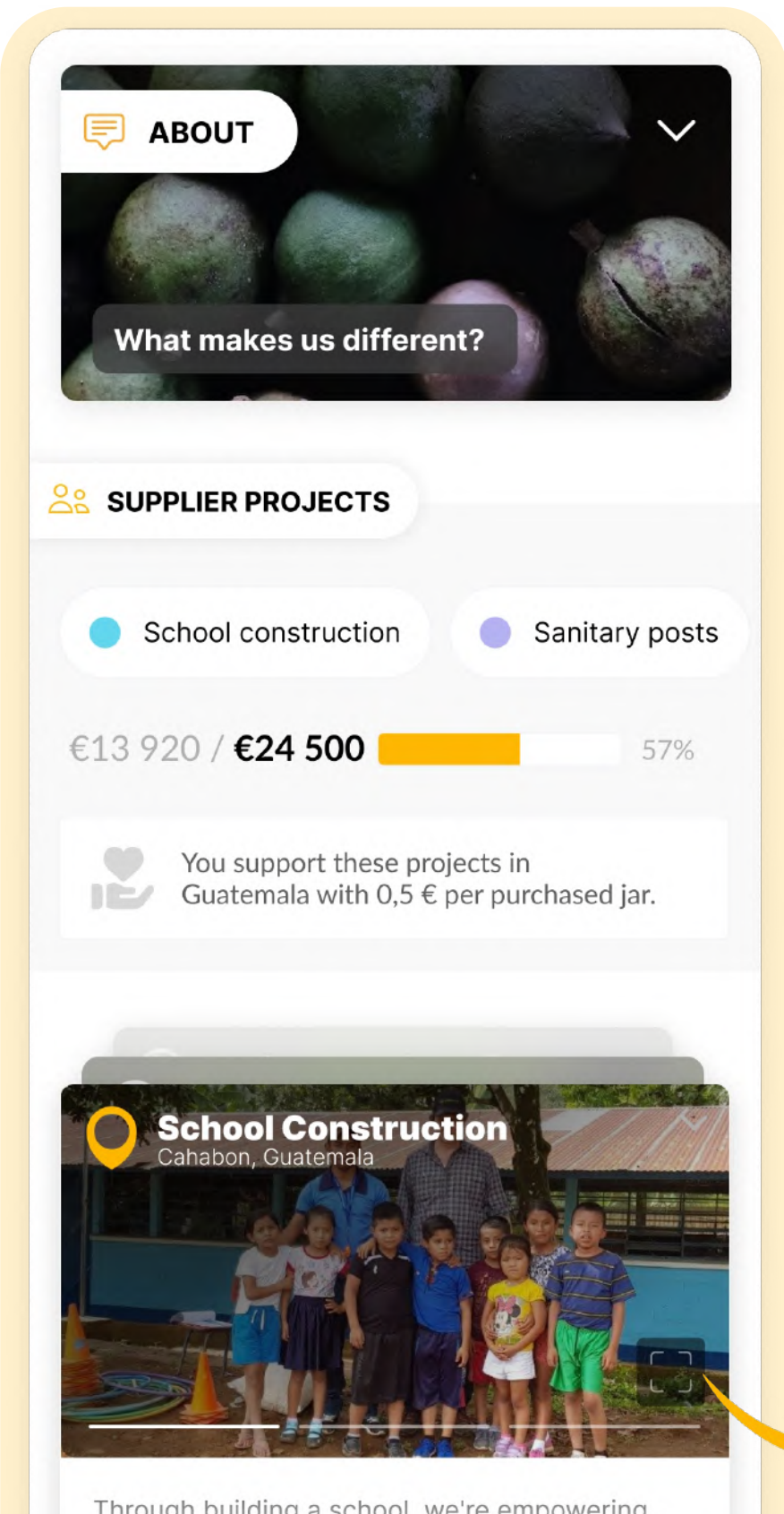


**Embedded integrations into websites,** of the own brand or business partners, are also possible, e.g. as a product or ingredient slider showing impact claim details and the product journeys. We simply provide you with a code snippet to easily embed the visual.

Cashews Example Journey







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.

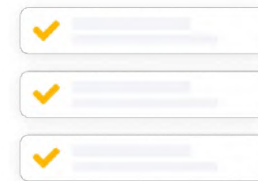
In a deep dive, the consumers can inform themselves about the achievements within each of the projects and understand the impact of their individual purchases.



## All data is:

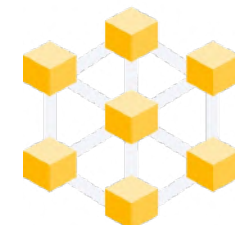
1

...verified through a 3-leveled process



2

...irreversibly stored on an open **Blockchain**

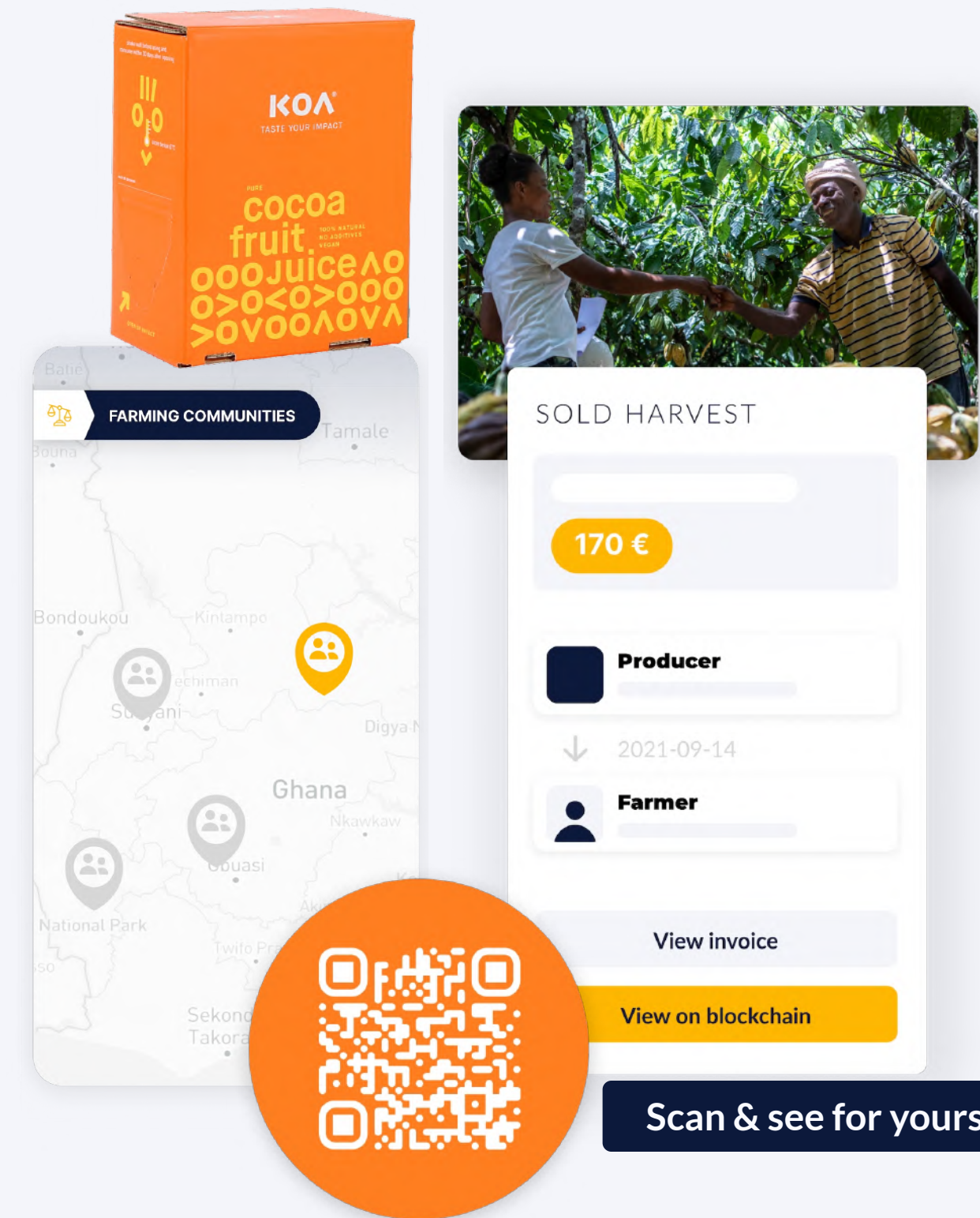


3

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



No garbage in, no garbage out.







SOLD HARVEST

170 €

Producer

2021-09-14

Farmer

View invoice

View on blockchain

Supplier Ghana Cocoa farming

✓

=

✓

=

✓

=

Springli

Läderach  
chocolatier suisse

vom FASS

OBERWEIS  
LUXEMBOURG

shopify

Koa Pure

Add to cart

Carbon neutral

Fairtrade

WooCommerce

Impact definition

PROOF DOCUMENTS

KOA  
TASTE YOUR IMPACT

cocoa fruit juice

QR code



LET'S LOOK BEYOND THE LABEL!

Try it **yourself**



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