



Integrated supply chain traceability and databased storytelling

FoodInsights

July 2020

Who is Foodinsights

Industry veterans in the food & agri market, highly experienced on food supply chains, business- & data analysis and IT-infrastructure



Dataplatforms & apps for visible supply chains

📊 Datadriven storytelling

📊 Datadriven planning & benchmarking

📊 Datadriven finance

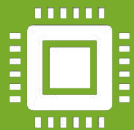
Why people work with us



Reducing complexity of food supply chains in a fast changing world with increasing regulatory demands



Giving room for specialisation in food supply chains, without losing efficiency



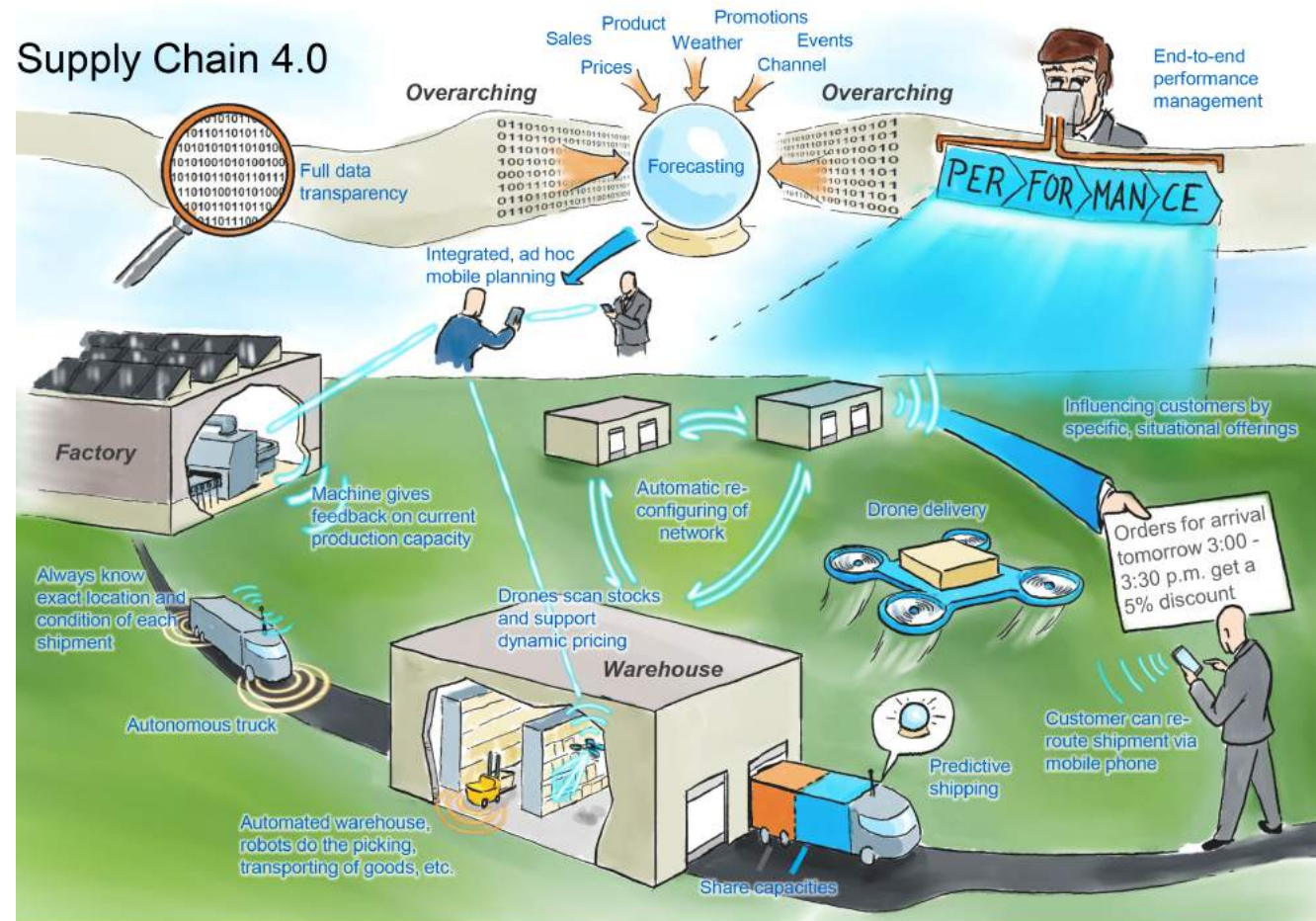
Bridging gaps between the data-silo's of entities within food supply chains with limited windows of opportunity

Most clients work with End2End dataplatform to enhance (food) supply chains

Why: improve product quality and increase supply chain efficiency

What: transparency for monitoring quality, planning, benchmarking


Who: government/regulatory authorities/traders



SOURCE: McKinsey

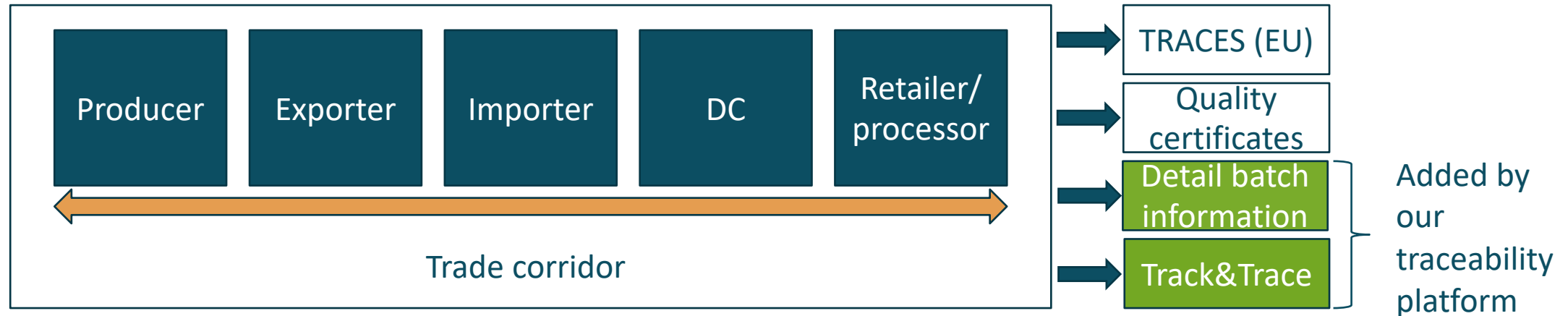
Challenge

 How can the produce/catch quality of 100.000+ hardly regulated vessels be improved

 How to improve the access to the european market improved, by getting a higher percentage of the fish produce comply with EU import regulations

 How to increase consumer trust

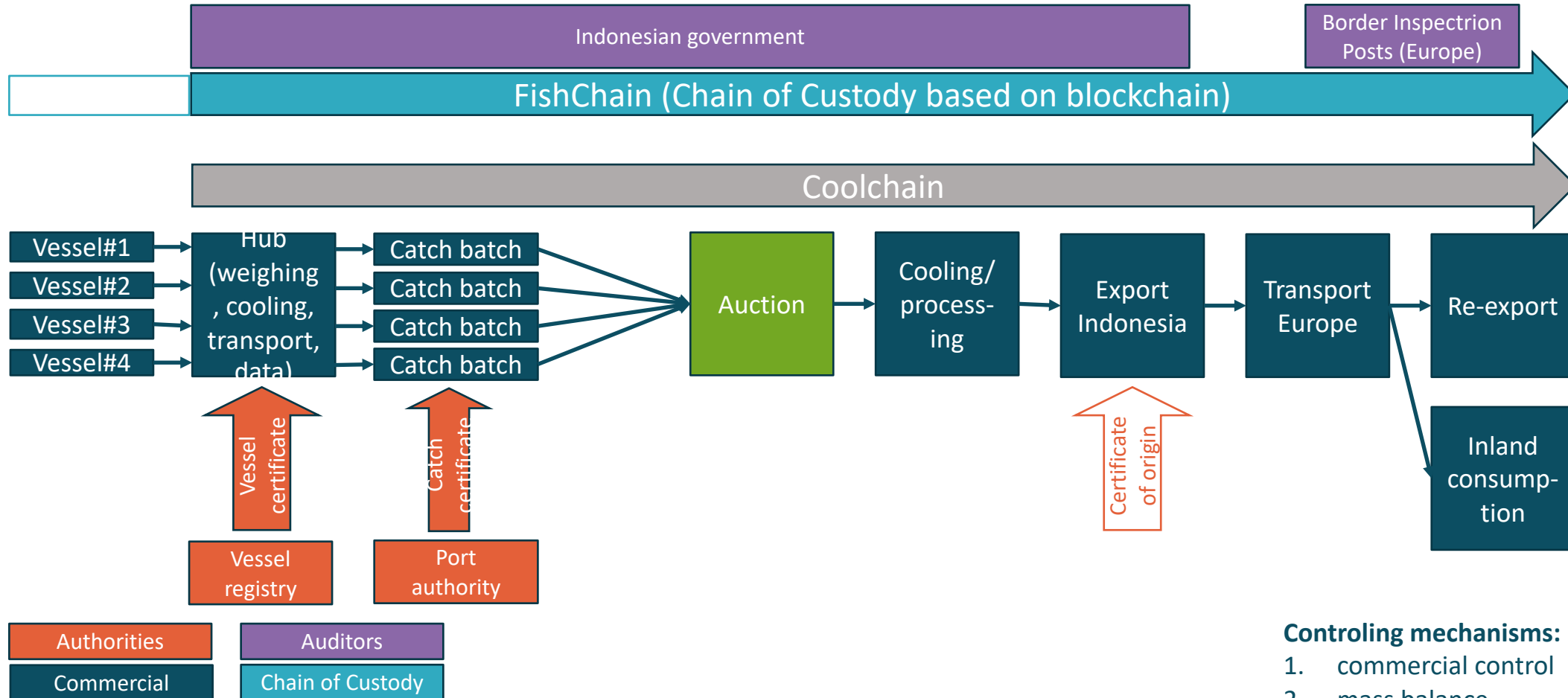
Realtime traceability platform to enhance the supply chain



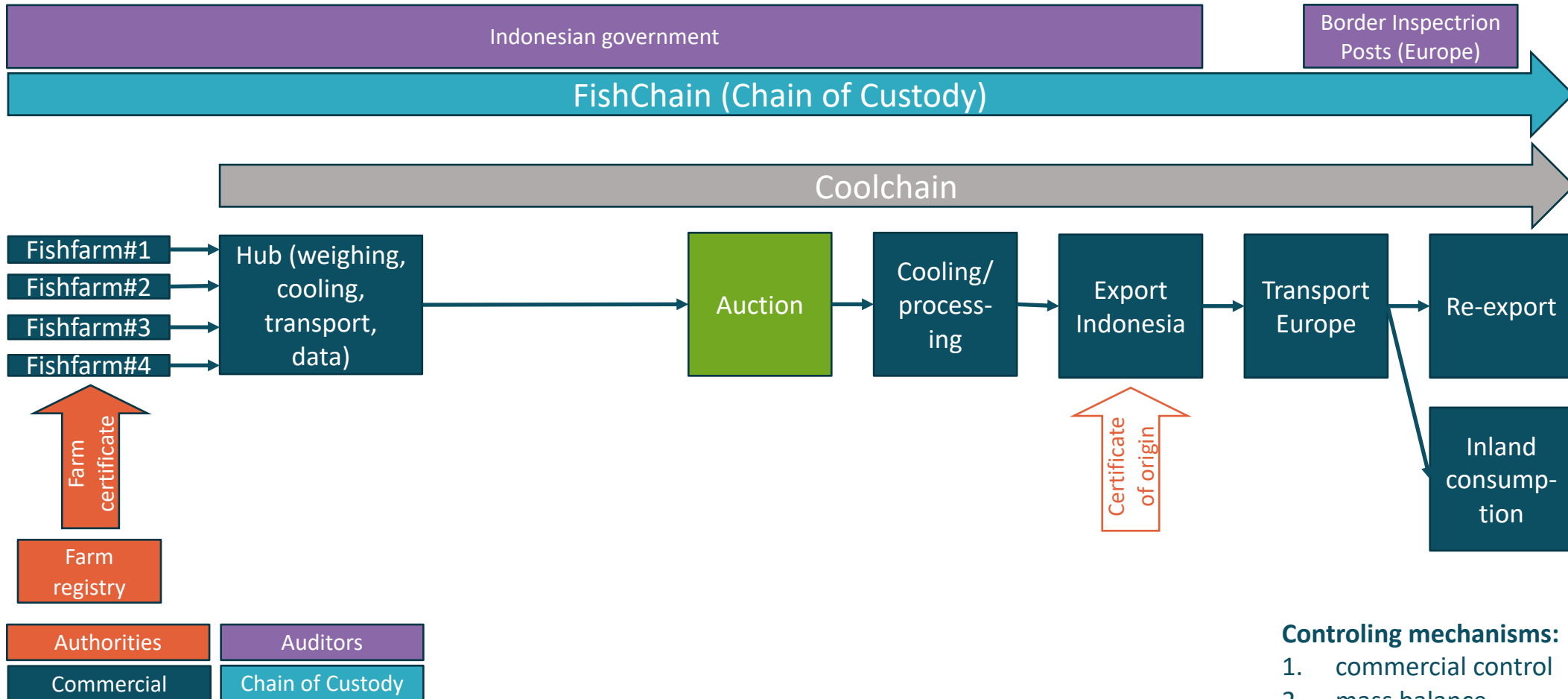
Prime interest:

- Improve food safety and reduce downtime of the supply chain by smart sharing documents & data
- Introduce transparency on batch level to improve insights in the supply chain

Introduction of cool & data hubs in the wild catch fish chain



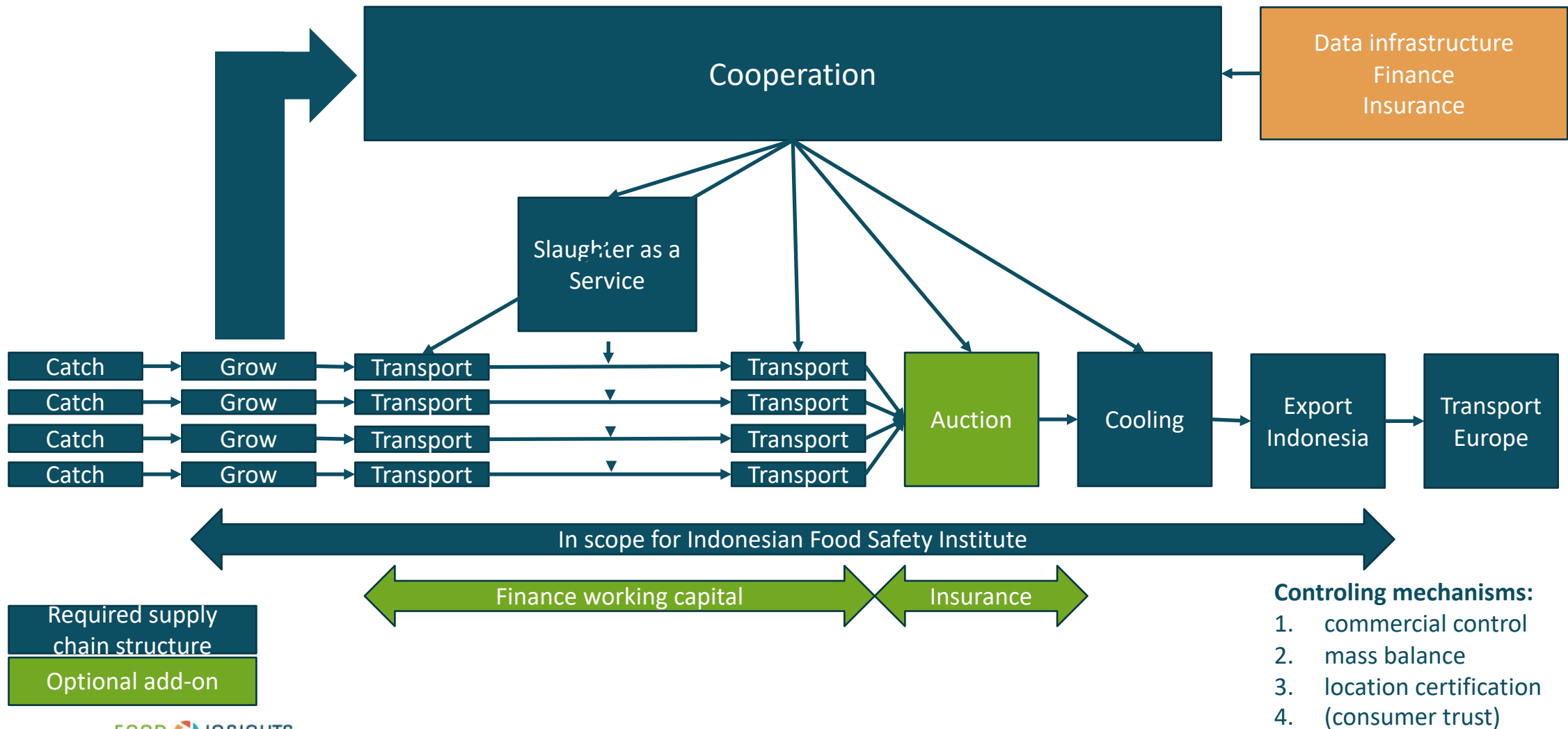
Introduction of cool & data hubs in the shrimp or aquaculture chain



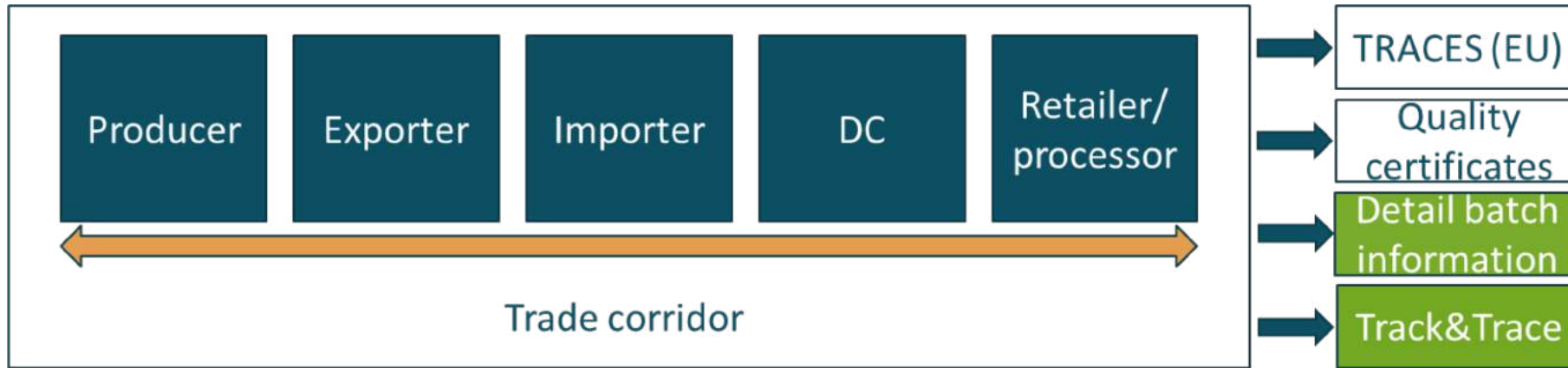
Controlling mechanisms:

1. commercial control
2. mass balance
3. location certification

Frog's Legs supply chain in scope



Databased storytelling to improve consumer trust



**Prime interest:
creating consumer
trust**



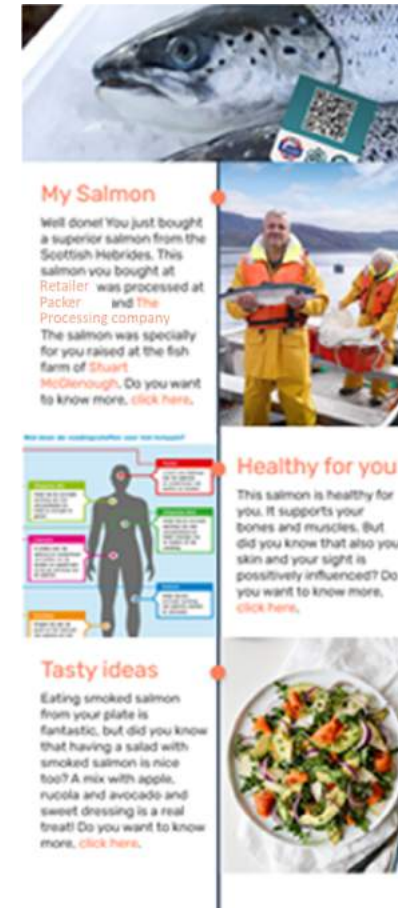
QRcode on
product label,
triggers mobile
website to
retrieve batch
data

Databased storytelling on batch level

🌀 Create consumer trust by taking them on a virtual tour to the origins of their food by the track & trace tool on batch level

🌀 Inform them about the product they bought

🌀 Engage them by inspiration



Take-away

 Integrated traceability data platform for documents & data between links in the supply chains from origin to EU sales, crucial in:

- enhancing the supply chain and
- complying with EU regulators

 Databased storytelling supports consumer trust and is to be combined with the integrated traceability data platform

 Databased storytelling is relevant for susceptible food products like fish & shrimp

Foundation for excellent food supply chains



's-Hertogenbosch, The Netherlands

www.foodinsights.nl

Email: wilbert@foodinsights.nl

Phone: +31 6 12521119