DIGITIZING FOOD & AGRICULTURE FOR A SAFER, TRANSPARENT AND TRACEABLE SUPPLY CHAIN
TraceX History
From Jivabhumi to TraceX

Safe food for all!

Sustainable food ecosystem for all!
TraceX is a blockchain powered traceability platform that enhances supply chain visibility to build trust and maximize long term value for Agri and Food Supply businesses.

Customers use the connected supply chain to prove the credibility of the claims and provide provenance of their product/service, while improving their operational efficiency, meet regulatory compliance, increase consumer engagement.
TraceX for ethical, connected and transparent supply chains!

From

- Food Safety Measures adds to Hours and Dollars
- Complex paper trail and documentation
- Data losses, Aggregation and Quality Assurance at different stages
- Tracing the source of contamination or deviations
- Difficult to regulate and enforce compliance
- Low and Suboptimal yields for Farmers
- Food Wastage and Unethical sources

To

- Ensuring Food Safety and Security
- Compliance Management & Certification
- Real-time information & Data
- Remove Counterfeit & Brand Protection
- Risk Mitigation & Smart Contract
- Empowering farmers with Information
- Carbon Credit & Environment Stewardship
Supply Chain Credibility - Challenges

1. Lack of trust in supply chain claims
2. No ability to track and trace
3. Not easy to comply to quality and food safety regulations
Solution Overview

FARMERS/SEEDS

PRODUCER

PROCESSOR

LOGISTICS

BUYER

DISTRIBUTOR

RETAILER

CONSUMER

Cultivation Location

Batch IDs Warehouse

Quality Location

Timestamp Location

Batch IDs Quality

Warehouse Packaging

Journey

TraceX Blockchain Network®
**Seamless Integration with Existing Digital Infrastructure**

**Value Chain Digitisation**
- Mobile Apps
  - Farmer App
  - Field Assistant App
  - Procurement App
- Web Apps
  - Farmers Groups
  - Administrators
  - Processors
  - Buyers
  - Partners

**Client Application**
- Multi-node/Multi Channel Network
- Sector Agnostic
- Provenance
- Wallet Integration
- Secure/Upgradeable
- Transaction based Pricing

**Across all value chains**
- Livestock
- Poultry
- Dairy
- Seafood

**TraceX Blockchain Network®**
### Internal Provenance

**FOOD SAFETY – TRACK & TRACE**

#### PRODUCT DESCRIPTION

<table>
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<tr>
<th>PRODUCT NAME</th>
<th>BATCH NUMBER</th>
<th>ORIGINAL QUANTITY</th>
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<tr>
<td>Rice BURMA BLACK</td>
<td>1616731497639</td>
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#### INGREDIENTS (6)

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<th>RICE</th>
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<tbody>
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Powered By *TraceX BLOCKCHAIN NETWORK*

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Consumer Provenance

TRACEABILITY AND TRANSPARENCY

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Client Profile

Trusted By

[Logos of various companies and organizations]
F&V Traceability
SOLUTION FOR F&V VALUE CHAIN

200+ Farmers
250+ Acres

Saplings Distribution | Agronomy Advisory | Production Tracking | Harvest | Post Harvest

TraceX Blockchain Network®
Farm to Factory Traceability
SOLUTION FOR CHILLI VALUE CHAIN

PRODUCT: Chilli whole
VARIETY: BYADGI
TRACE ID: 1586155478123

FOODSIGN™ TRACE CODE

1000 FARMERS | 5 Yrs CONTRACT

SUSTAINABLE PRODUCTION & CONSUMPTION OF AFLATOXIN FREE CHILLIES

HIGHER INCOMES AND FINANCIAL INCLUSION FOR FARMERS

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Provenance in Dairy
INTEGRATED WITH D2C MOBILE APP OF MILK MANTRA
Bean to Cup Traceability
SOLUTION FOR A SPECIALITY COFFEE START-UP

SLAY MADRAS MUD
ROASTED ON 4/6/2021

ROAST PROFILE
Medium

REGION
Chikmagalur

BLEND
ARABICA ROBUSTA

TASTING NOTES
Orange zest, bittersweet, persistent aftertaste
Seed Supply Chain Traceability

**SEED TO SALES TRACEABILITY**

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**PRODUCT NAME:** Paddy JSL 24423/TNL
**PRODUCTION DATE:** 15-05-2021

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**PRODUCT TRANSFER**
Details:
- Paddy JSL 24423/TNL transferred from Ganganapur Sugar Dhibi to RARS, Jaspur - Warehouse.

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**QUALITY**
**DATE OF GERMINATION TEST:** Mon, May 17 2021
**GERMINATION PERCENTAGE:** 96%
**MoISTURE (%)**
- 13.4

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**INGREDIENTS**
- Paddy JSL 24423/TNL
- Paddy JSL 24423/TNL

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Basmati Rice Traceability
SOLUTION FOR PADDY VALUE CHAIN

PROMOTING SUSTAINABLE RICE CULTIVATION FOR QUALITY, TRACEABLE, RESIDUE FREE BASMATI RICE

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Future of TraceX

What Lies Ahead

• Place ourselves as thought leaders in the space of supply chain traceability
• Enable more sustainable supply chains across the world and build a connected food ecosystem
• Bring in technologies like web3 and NFTs to build a credible carbon accounting system
• Integrate our blockchain into the agri value chains and democratize the financing for the farmers
• Scale our solution across Europe, USA and ANZ in the coming year
Thank You

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