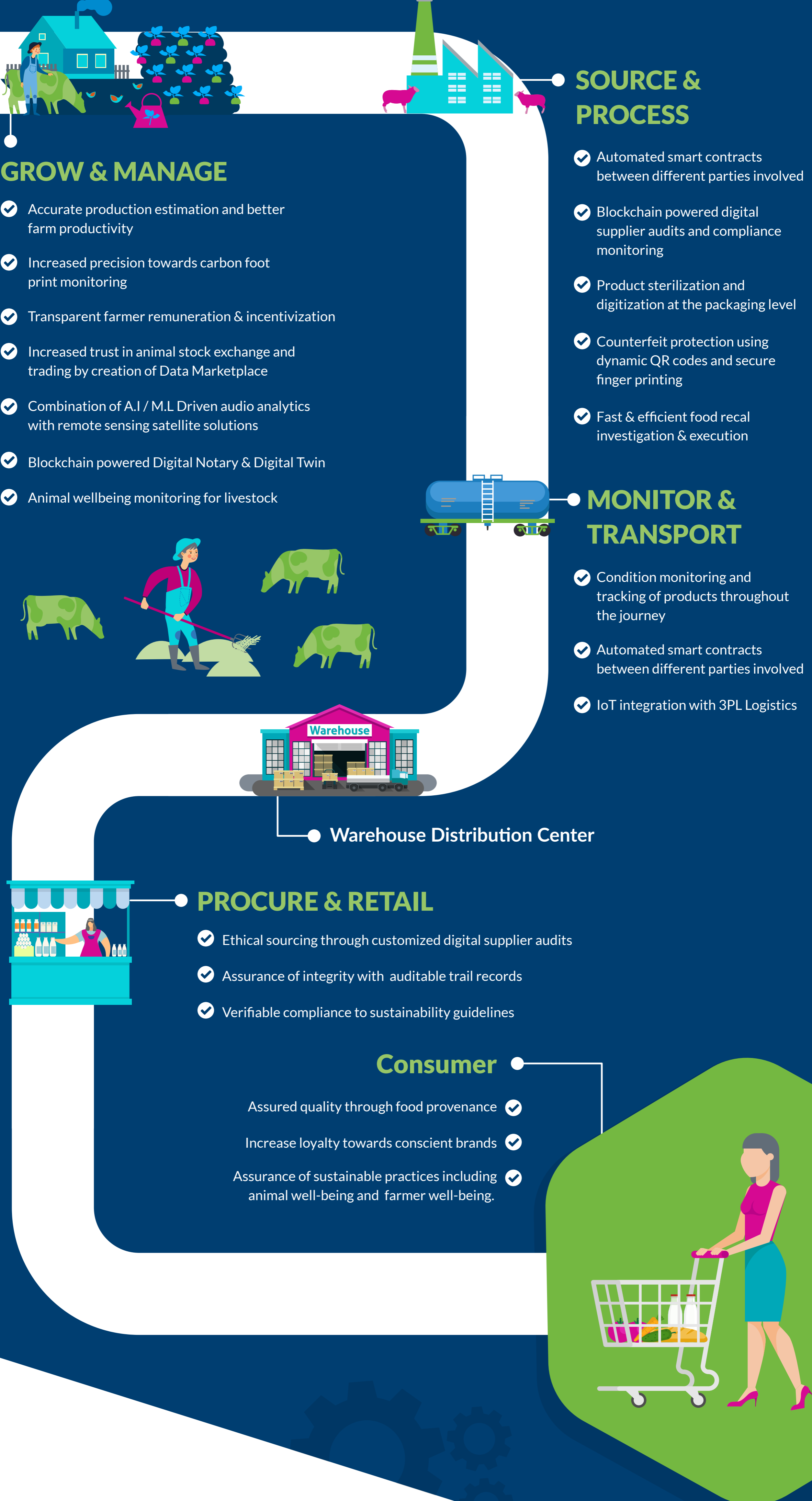# REVOLUTIONIZING FARM-TO-FORK TRACEABILITY WITH TRUEFOOD+

How do you get a consumer to pick your brand off the shelf with total confidence in the safety of the food?

Bosch has the answer to this question and many others that have been plaguing our long and complex food supply chains.

Here's how Truefood+, the blockchain solution by Bosch enables end-to-end supply chain transparency, provenance and drives sustainability by combining the power of IoT, A.I. with blockchain at each step of value chain.

TRUEFOOD +
(Trust & Transparency Across the Value chain)

SOURCE & PROCESS
- Automated smart contracts between different parties involved
- Blockchain powered digital supplier audits and compliance monitoring
- Product sterilization and digitization at the packaging level
- Counterfeit protection using dynamic QR codes and secure finger printing
- Fast & efficient food recal investigation & execution

GROW & MANAGE
- Accurate production estimation and better farm productivity
- Increased precision towards carbon foot print monitoring
- Transparent farmer remuneration & incentivization
- Increased trust in animal stock exchange and trading by creation of Data Marketplace
- Combination of A.I / M.L Driven audio analytics with remote sensing satellite solutions
- Blockchain powered Digital Notary & Digital Twin
- Animal wellbeing monitoring for livestock

MONITOR & TRANSPORT
- Condition monitoring and tracking of products throughout the journey
- Automated smart contracts between different parties involved
- IoT integration with 3PL Logistics

Warehouse Distribution Center

PROCURE & RETAIL
- Ethical sourcing through customized digital supplier audits
- Assurance of integrity with auditable trail records
- Verifiable compliance to sustainability guidelines

Consumer
- Assured quality through food provenance
- Increase loyalty towards conscient brands
- Assurance of sustainable practices including animal well-being and farmer well-being.

FOR BUSINESSES THIS MEANS

- Communicate sustainable practices by providing insights from across the value chain
- Verifiable authentic records for claiming regulatory subsidies
- Increase farm productivity through A.I / M.L Driven audio analytics with remote sensing satellite solutions
- Reduced operational expenses as a result of digital documentation audit trail and swift product recall investigations

BENEFITS

- Transparent farmer remuneration & incentivization for implementing ethical practices
- Increased trust in animal stock exchange and trading by creation of a Data Marketplace
- Better supplier compliance monitoring
- Reduction in operational costs by automation of physical contracts
- Minimize reputational losses by preventing counterfeits
- Substantially Reduce direct costs per incident due to food recall
- Increased customer satisfaction with transparent provenance and freshness tracking
- Increased effectiveness of sustainability communication by providing insights from across the value chain

Bosch Truefood+ can be quickly and easily integrated into your food supply chain and allows the ability to work with multiple diverse systems. With tamper-proof data storage, you get verified transactions that can be securely shared with every participant in the food supply chain. Bosch Truefood+ is a perfect fit for sustainable brands wanting to cater to the ethically conscious consumers of today.

If food safety, traceability and sustainability interest you, go ahead and experience the Truefood+ app from

https://appsource.microsoft.com/en-us/product/web-apps/bosch.rbei_truefood?tab=Overview