



FARMER CONNECT

Connect & Empower Through Technology

Digitization of the coffee and cocoa supply chain

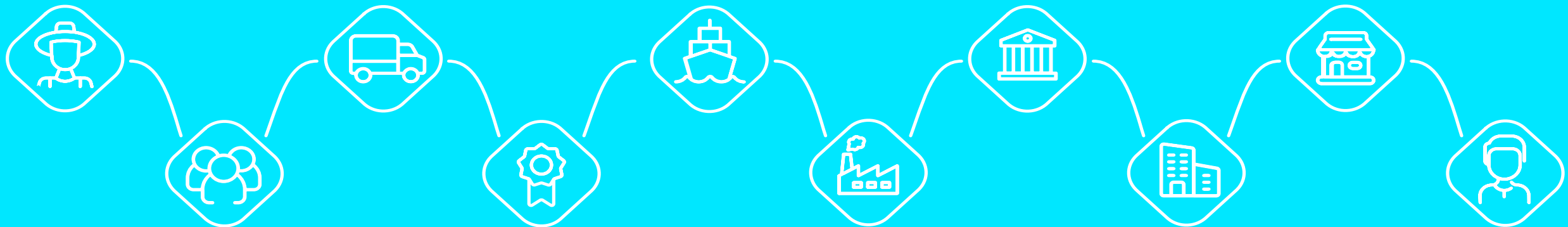


Farmer Connect



WE WANT TO HELP THE TRANSFORMATION OF THE FOOD SUPPLY CHAIN

BY PROVIDING CUTTING-EDGE TECHNOLOGY SOLUTIONS



BECAUSE WE BELIEVE IN THE POWER OF DATA

TO CONNECT FARMERS, CONSUMERS AND EVERYONE IN BETWEEN

WHY?



CONSUMERS DEMAND IT

BRANDS NEED IT



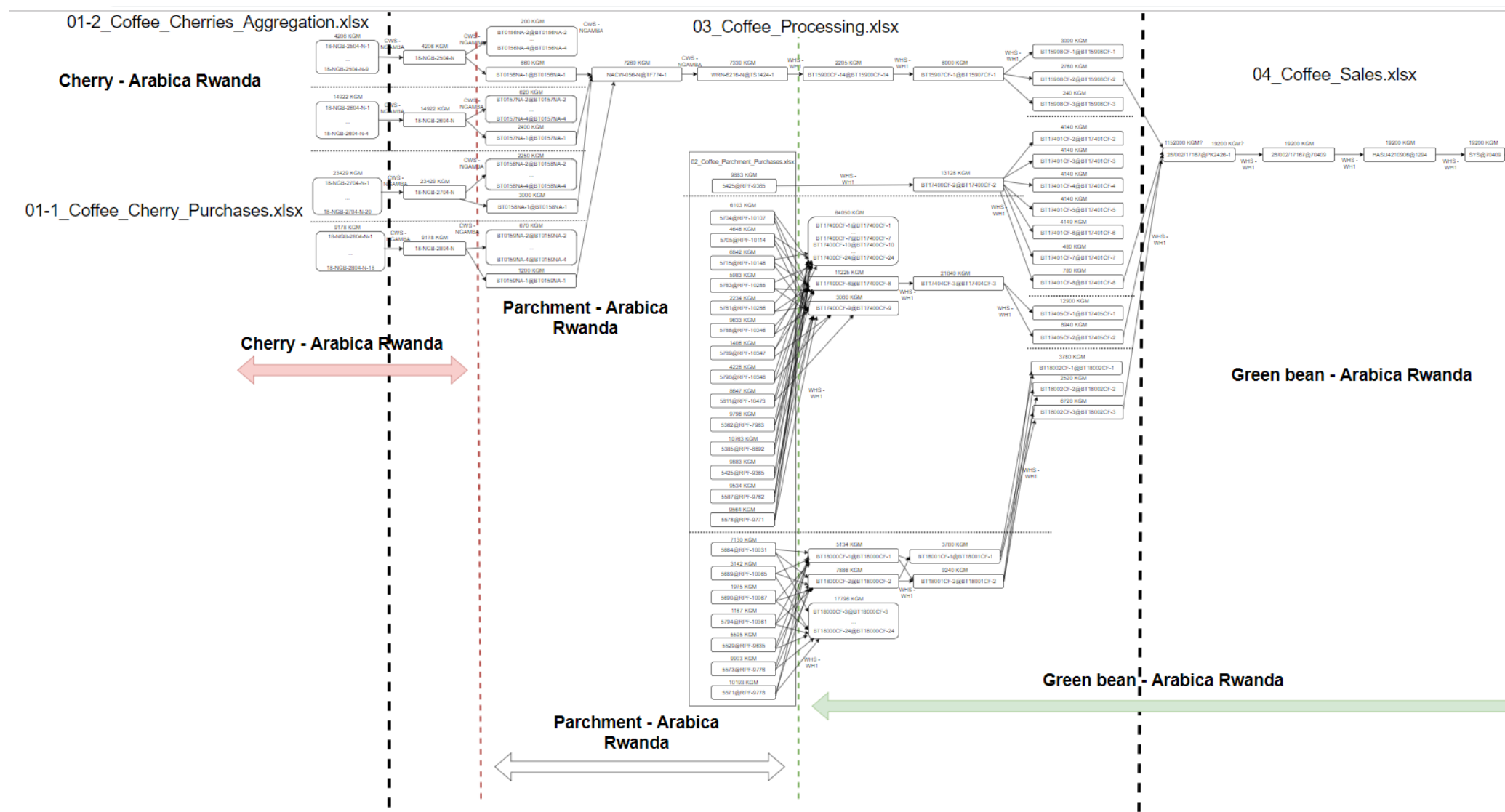
GOVERNMENTS REQUIRE IT

FARMERS DESERVE IT

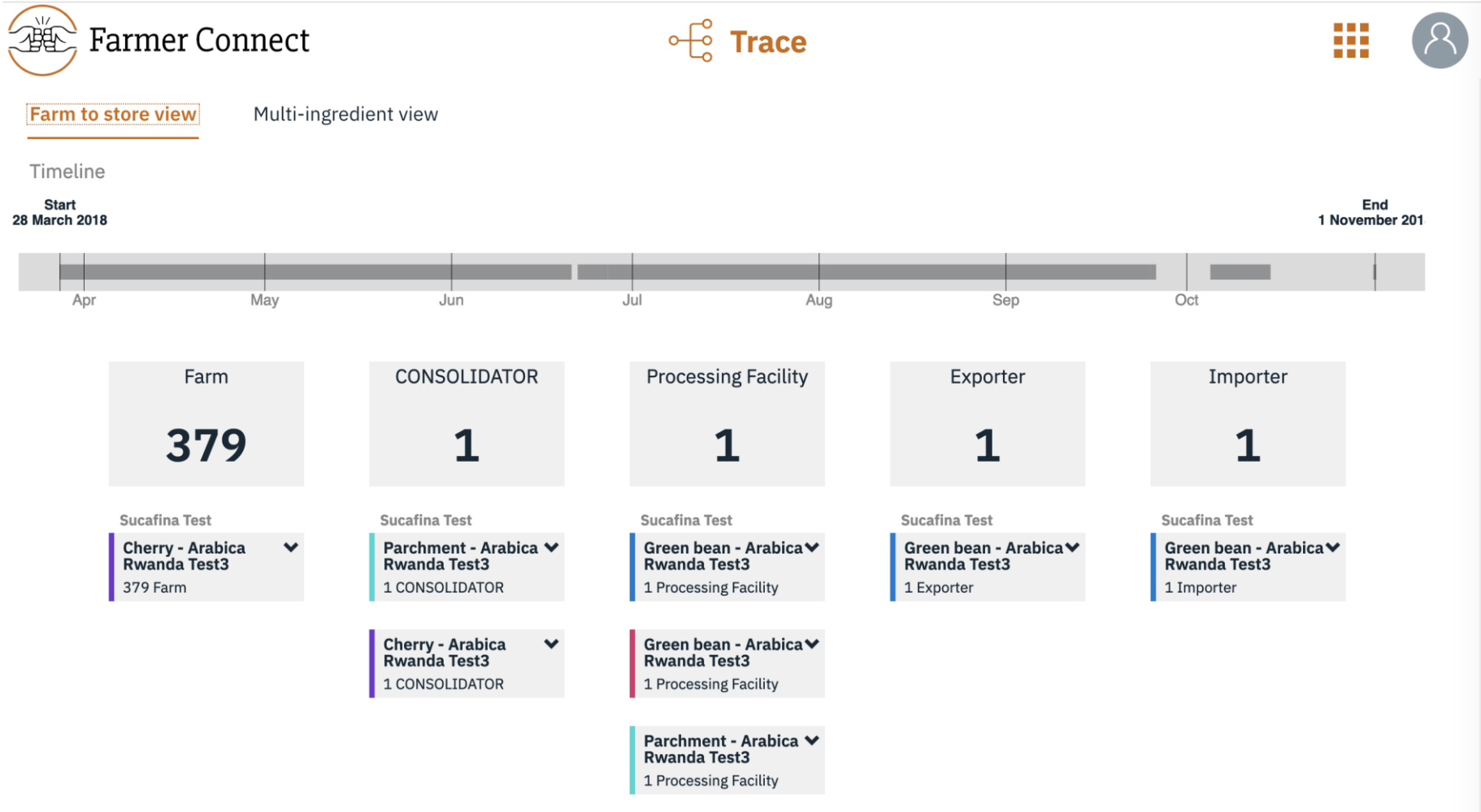


OUR HABITAT DEPENDS ON IT

Traceability data today



Traceability data tomorrow





How?

SSI



SELF-SOVEREIGN IDENTITY

Blockchain



QR Codes

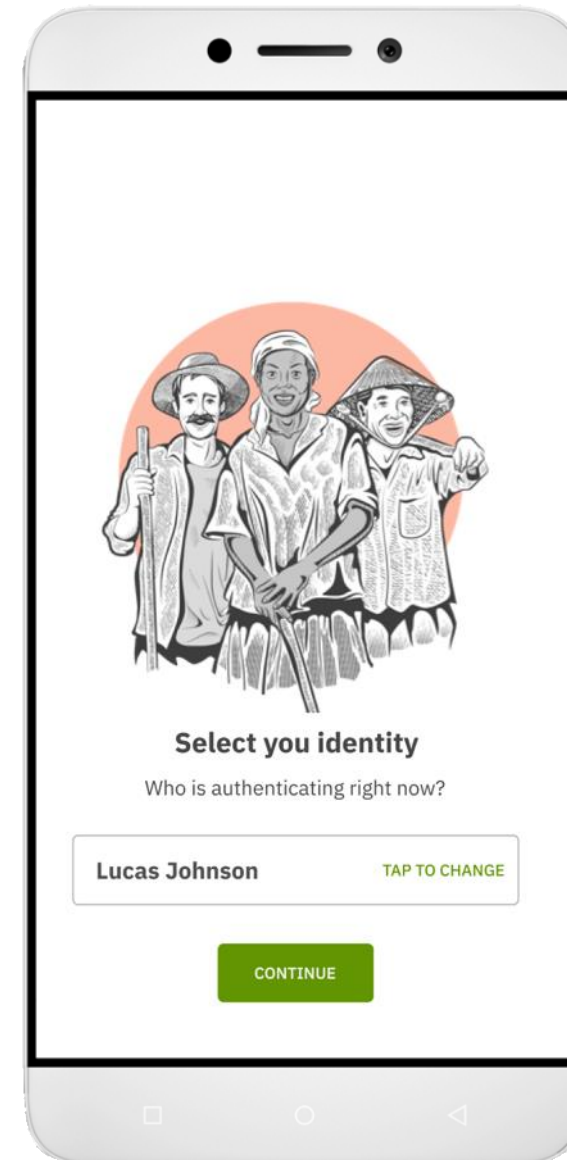


Website & Application



FARMER ID

- Producers can **regain control** over their data by actively managing sharing within the Farmer Connect ecosystem
- Behavioral & transaction credentials **securely stored** on a device or in the cloud
- Seamless integration with the farmer connect® Platform through automatic transaction data upload
- Proof of income makes user **bankable**
- Combination of certificates makes a credit score or automatic KYC possible
- A payment path to the farmer will be enabled in the short – medium term

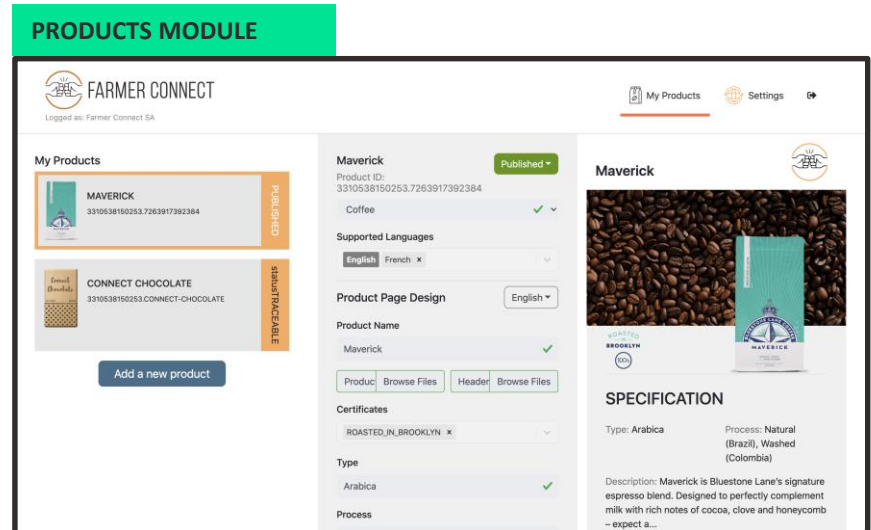
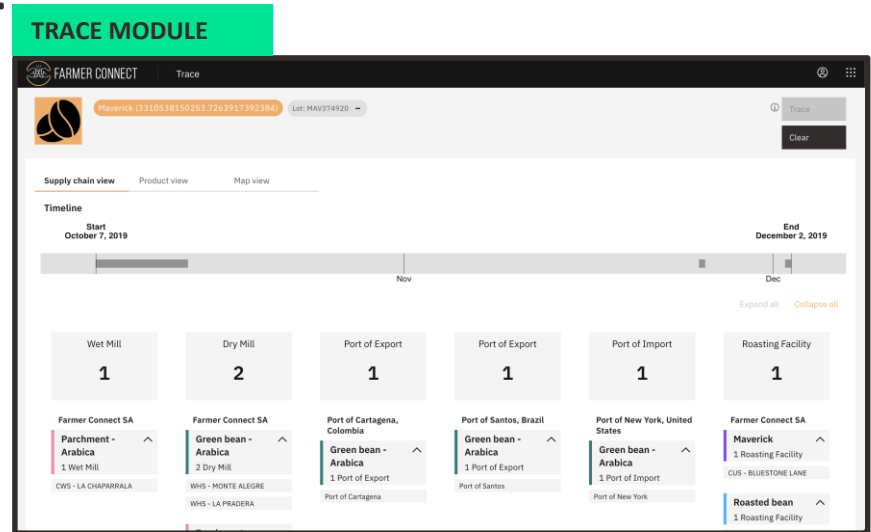


* Interface branding & redesign in progress

FARMER CONNECT PLATFORM – MODULES

Multiple modules to cover the whole supply chain, with the aim to create a connected experience:

- **Community Builder** supports registration & digital interaction with producer communities, enabling e.g. transaction confirmation by farmers
- **Trace Module** allows performant tracing of products through complex multi-party supply chains
- **Products Module** gives brands a new digital marketing channel, increasing brand awareness
- **Sustainability Projects Module** allows brands and NGOs to manage projects at origin
- A (future) **Analytics & Insights Module** will give management insights on inventory, supply chain mapping, risk management and outliers



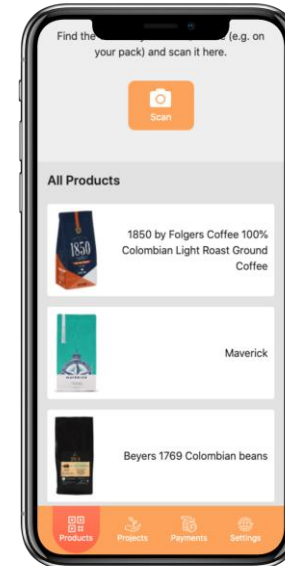
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THANK MY FARMER

- A **QR code** takes the consumer to a standardized source of information, controlled by brand marketing, at the time they are most receptive to messaging
- **Automatic integration** with the farmer connect® Platform means product trace information is up-to-date and reliable
- Brand-endorsed **sustainability projects** are automatically tied to respective brand products
- GDPR-compliant user behavior analytics provided to the Farmer Connect client including **aggregated baselines**

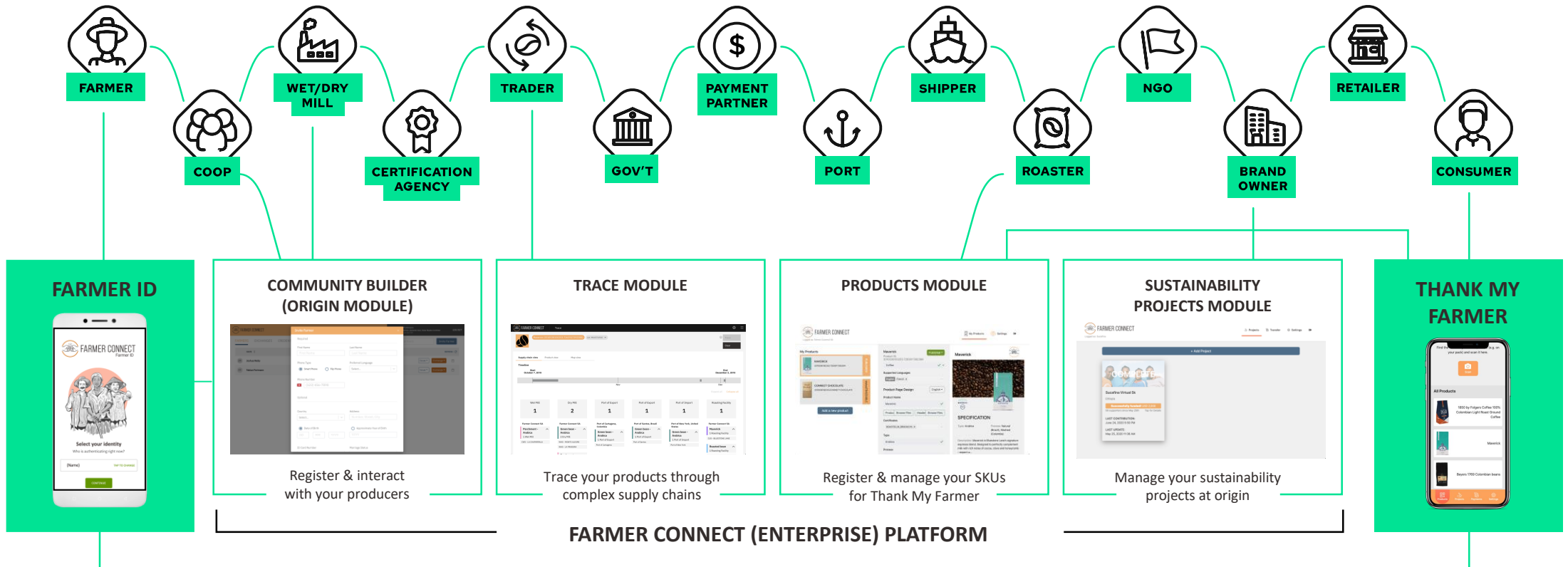


SCAN ME



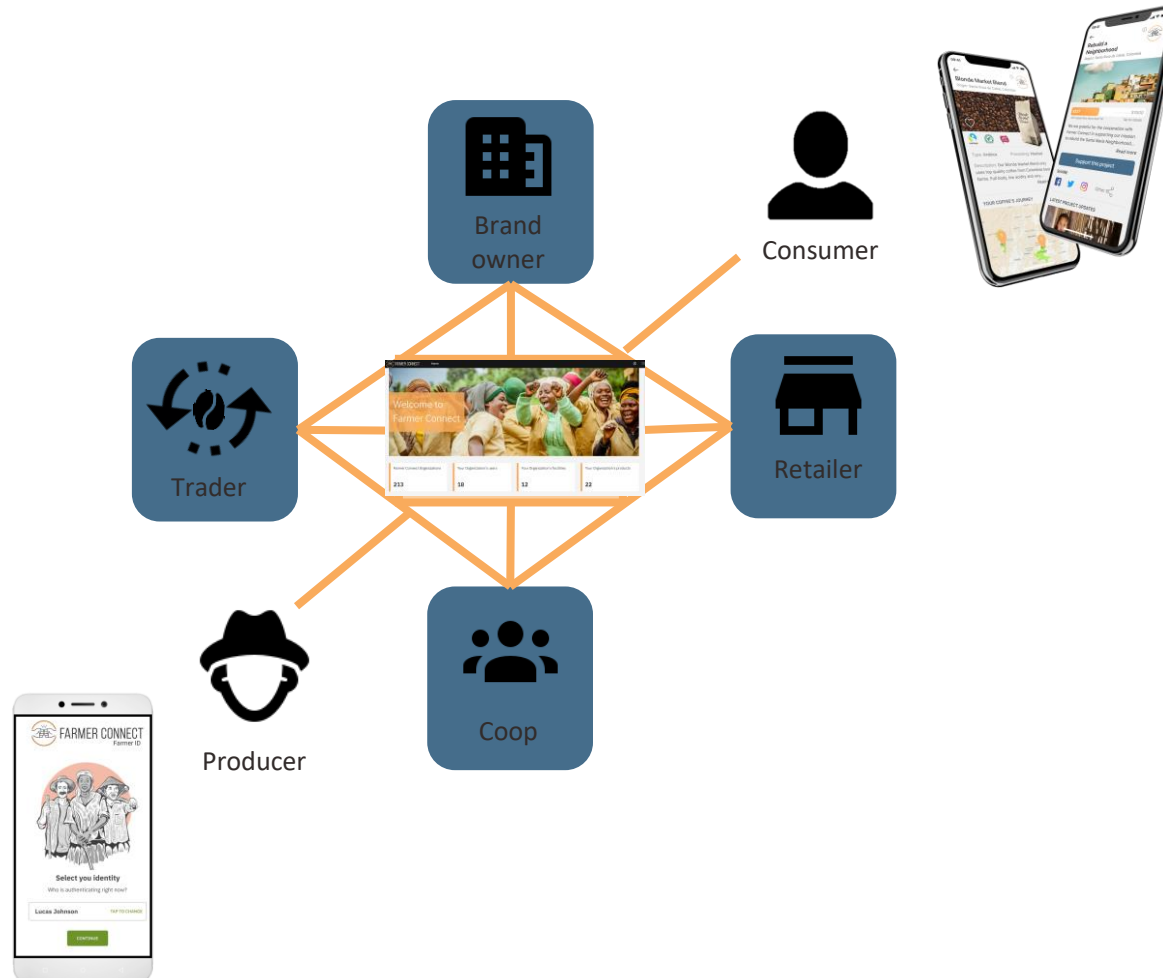
FARMER CONNECT ECOSYSTEM

FULL COVERAGE LINKING FARMER TO CONSUMER



Farmer Connect solutions

Pull data from different sources and bring it all together in one place





FARMER CONNECT

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