

Press Release

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Ingredia x Connecting Food - A partnership in the milk processing sector: blockchain-traced milk audited in real time.

A major player in food ingredients signs a strategic partnership with Connecting Food, the first blockchain-based platform capable of real-time digital food audits. Ingredia, at the forefront of innovation, stands out from other milk-processing actors on an increasingly demanding market.

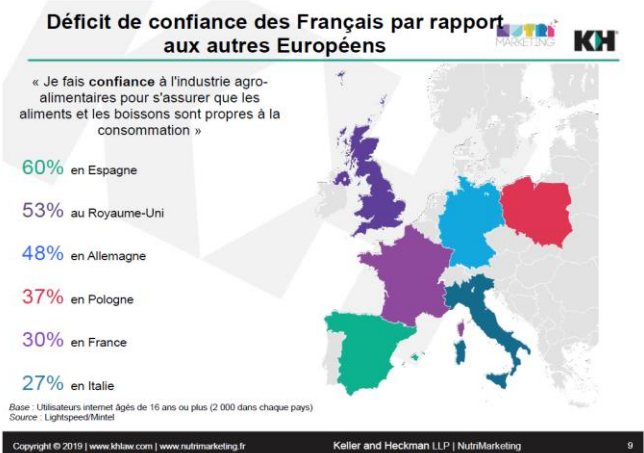
The goal of this partnership is to ensure full traceability but also real-time auditing of their most stringent product specification: Via Lacta.

Context

70% of French consumers do not trust food manufacturers.*

Recent food crises have sharpened consumer attention over the years. Today, consumers are empowered with new technology and demand not only more information, but also proof that product promises really are respected. Ever increasing certification labels and designations makes it harder to find a single reliable source of information.

*source: Nutrimarketing



Consumers' need for transparency has two angles: the origin of the products they buy and also their quality. Is the product really all that is promised ?

An ambitious project

INGREDIA, part of the cooperative group Prospérité Fermière, is at the forefront of innovation in the milk sector. Their Corporate Social policy is highly digitalised. Today, 3rd global player in milk proteins, INGREDIA signed a one-of-a-kind partnership with Connecting Food for a unique blockchain project.

Each production step, from the animal feed producer to the final product packing plant, is tracked in real time. Traceability information and proof of audit, registered on blockchain, are made available to the end consumer.

The **CONNECTING FOOD platform** registers data flows on blockchain, ensuring data remains tamper-proof. Flows are automated and without human intervention, which is a major improvement over current traceability systems. The platform checks in real time that the grass-fed milk Via Lacta (CSR program of the company) truly respects product specifications.

We prove our promises !

« Our partnership with Connecting Food makes sense as we believe transparency is the best way to prove to the consumers our corporate social responsibility approach. We are addressing the needs of the consumers who want to be able to trace their products back to the farms, and to verify by themselves our commitments and progress plan for each of them» explains Julie Lemahieu, marketing director of Ingredia group.

This is only getting started, as INGREDIA intends to push further every CSR commitment that they took, concerning animal welfare, milk quality, and environmental best practices that they launched these past years. The Via Lacta food-chain is already certified by Avicert and relies on other partnerships such as WWF and WelFarm INGREDIA.

« Now, we have to prove that we are moving forward ! The revolutionnary and tamper-proof blockchain system developped by Connecting Food is the final step in order for the consumer to be able to fully trust our brand. » states Julie Lemahieu.

About

Prosperité Fermière Ingredia

The cooperative group PROSPERITE FERMIERE was founded in 1949 to develop a common transformation tool for the farmers to create more value. INGREDIA, 3rd player in the world in milk protein, is a subsidiary of Prosperité Fermière, it develops and produces milk ingredients since 1991 : milk powders, fonctionnal and nutritionnal proteins, and innovative active substances for agrifood, nutrition & health industries in 120 countries.

Connecting Food

Based in Station F in Paris, Connecting Food is the first Blockchain platform in the world able to ensure full traceability and to audit products' requirements in real time. Their clients are coopératives, brands and retailers that want to create value for their clients (B2B or B2C) throught the transparency of their food-chains. The Connecting Food platform is available under annual subscription in Europe, and will be world wide in 2020.

More information: <https://connecting-food.com>

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