

TraceVerified

electronic traceability solution
for responsible food producers



FOOD
TRANSPARENCY
ASSOCIATION

Hiệp hội Thực phẩm minh bạch

THỰC PHẨM AN TOÀN CẦN MINH BẠCH

Food safety requires transparency

Overview



- 1. Who we are**
- 2. Company**
- 3. Solution**
- 4. Model, Customers**
- 5. Development**

Our team



Dr. Nguyen Thi Hong Minh
Former Deputy Minister of Fisheries
Founder, EuroFins
Chair of the Board



Mr. Bui Huy Binh
Fulbright Scholar
Master of Public policy
Chief Executive Officer

Members of the Board

Mr. Truong Dinh Hoe, BOD; General Secretary VASEP

Ms. Dau Thuy Ha, BOD; Chair OCD

Mr. Nguyen Hai Hung, BOD; Developer, Founder 3PS

Dr. Heiner Lehr, Advisor; TraceFood, EU TRACE

Background



- 2011–2014 Global Competitiveness Facility grant for electronic traceability software for seafood exporters
- 2016 registered 100% Vietnamese joint stock company
- 2015 created advocacy group Food Transparency Association, an ecosystem of responsible food producers adopting electronic traceability and transparency of food information

2020 Vision

To become the leading food traceability service provider to 70% or more of responsible food producers in Vietnam, with regional presence, ready for global scale-up.

Safety and traceability demand



What do we do?



We provide internet-enabled tools and solutions in food traceability, providing transparency for food quality assurance, from farm to table.



- Collect and transport verified information from producers to buyers
- Assist verifying producers by creating trust between sellers and buyers

Advantages

- Low cost, low maintenance
- Minimal hardware and software
- Easy to use, beneficial even for small-scale farmers
- Simple instruction, free Excel forms with pre-built formulas
- Mobile app helps consumers get transparent food source info

Sign up

Sign in

User Name

Password

Sign in Remember me

Having trouble signing in?

SAC KY HAI DANG S

TRACEverified

Traceability query

Record data

Consult data

Received records

Material records

Finished records

Sent records

General settings

System configuration

User: demo_nm

Search

Internal materi

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001[C] [310712-5]

SAC KY HAI DANG S

Customer group

Buyer

Category Name

Product Name

Contract No.

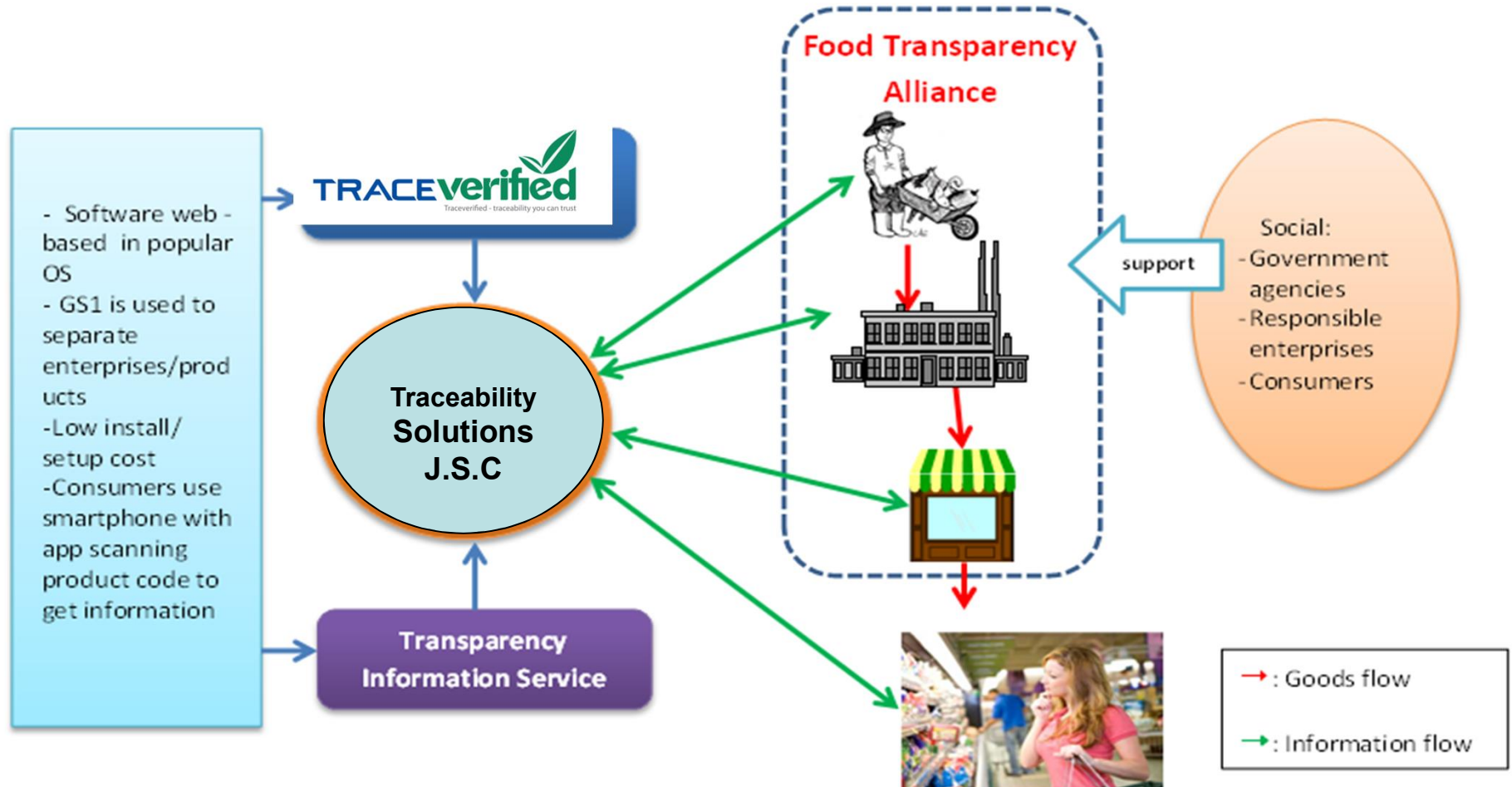
Trace code

Barrel

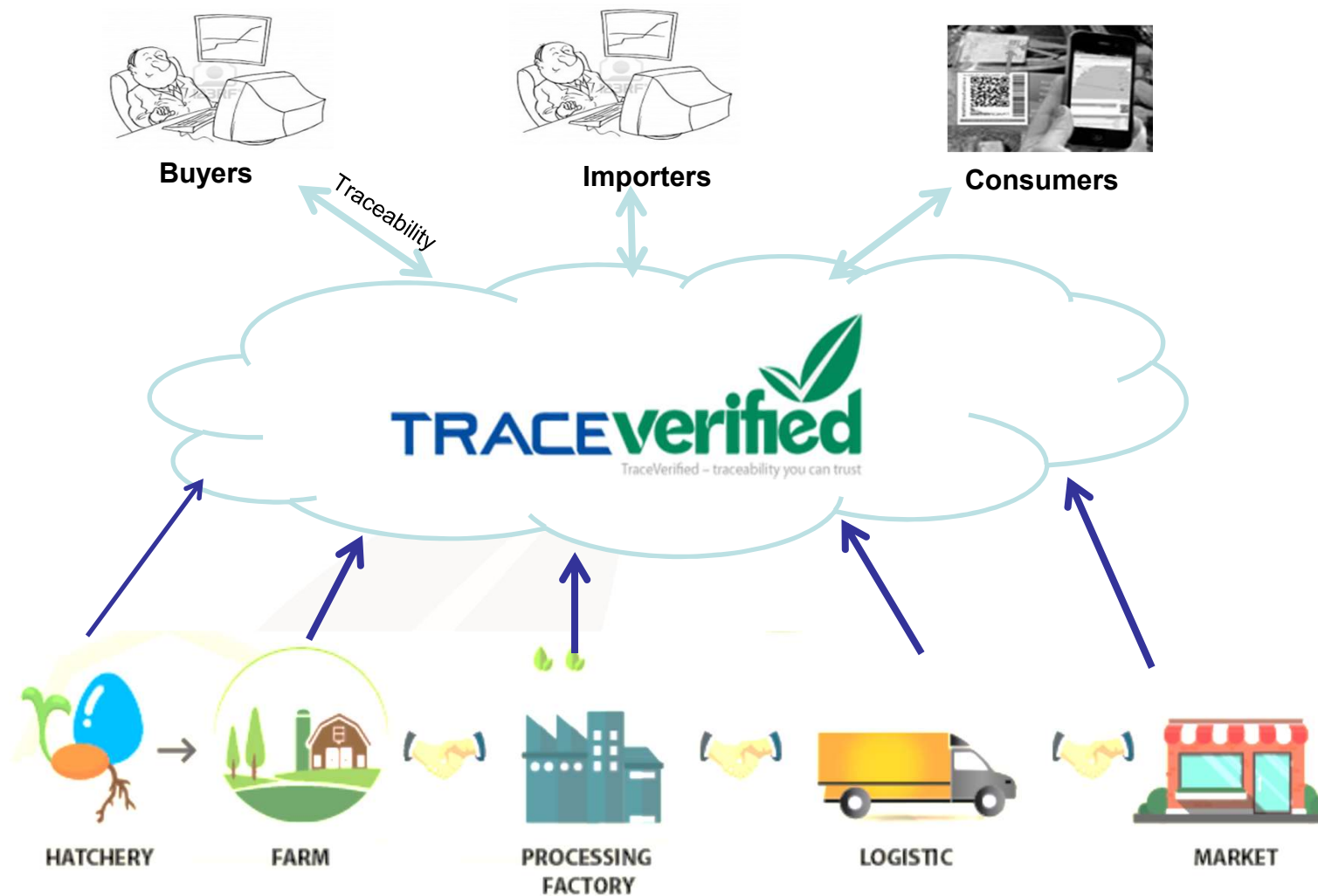
Weight

SAC KY HAI DANG S

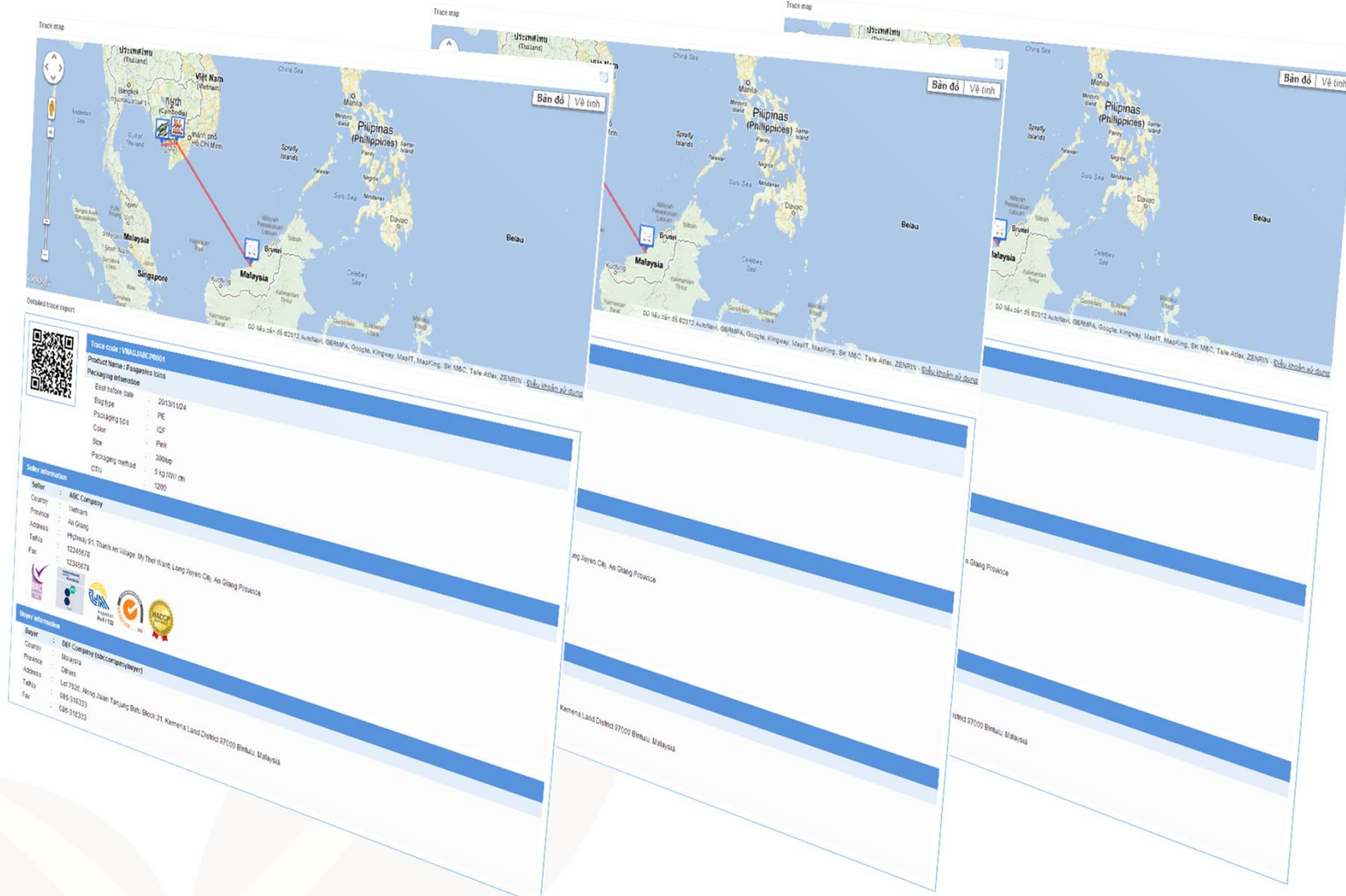
Inclusive model



Technology



Rich-data consumer report



Trace map

Trace code: 198U1AMC0661

Product Name: Pragasles lots

Packaging information

- Est. batch size: 20131524
- Bag type: PE
- Packaging type: ICF
- Color: Pink
- Size: 300kg
- Packaging method: 5 kg/1000 cm
- CTU: 1200

Seller information

- Seller: ABC Company
- Country: Vietnam
- Province: An Giang
- Address: Highway 91, Thuan An Village, Tho Thap, Long Xuyen City, An Giang Province
- Phone: 82245678
- Fax: 82245678

Buyer information

- Buyer: DEF Company (bocompany.com)
- Country: Malaysia
- Province: Kelantan
- Address: Lot 700, Aeng Jalan Tanjung Batu Block 31, Kamena Land Credit 97000 Bintulu, Malaysia
- Phone: 985-210233
- Fax: 985-210233

[Click for video](#)



Customers



Hello Mam
food ingredient
delivery platform



Red Dragon Fruit
export-quality
Lychee fruit



Mitraco Food,
Thach Long Co-op
Development

Customers



Nha Trang Seafoods



**Nam Thuan
Viet Dragon Fruit Co-op**



Anh Dao Co-op

Customers



Organica
First USDA certified
farm in Vietnam



Co.opmart
rice products



Big C Hypermarkets
pork products

Development



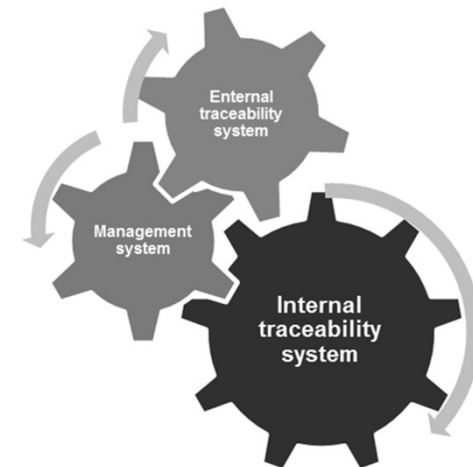
Icon data input application

INTINEX BÒ HỒ
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MST: 0100108039
Số GD: 100000214 20/11/2012 13:54
Thu ngân: NGUYỄN THỊ HỒNG THAM
HÒA ĐƠN BAN LÊ

	HANG HOA	SL	D.GIA	T.TIEN
61925/Sua End)	9.00	45,000	405,000	
48948/Bi xanh)	1.00	15,000	15,568	
TONG TT			420,000	
TIEN HAT VND			THANH TOAN	500,031
TIEN TRA LAZ				79,400

Chờ on quy khách hàng!

Traceability codes printed on-invoice



Connecting, sharing solutions with external TraceVerified traceability system

Thank you!

Q & A