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. In the competitive market where every brand is leverage-loving and transparent supply chains are a must, Bosch’s Truefood+ can help you win!

Truefood+ (Trust & Transparency Across the Value chain)

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, AI, with blockchain at each step of value chain.

**REVOLUTIONIZING FARM-TO-FORK TRACEABILITY WITH TRUEFOOD+**

**FOR BUSINESSES THIS MEANS**

- Communication sustainable practices by providing insights from across the value chain
- Verifiable authentic records for claiming regulatory subsidies
- Increased 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

**PROCEDE & RETAIL**

- Wardrobe distribution center
- Product sterilization and digitization at the packaging level
- Counterfeit protection using dynamic QR codes and secure fingerprint
- Fast & efficient food recall investigation & execution
- Warehouse Distribution Center

**GROW & MANAGE**

- Accurate production estimation and better farm productivity
- Automated smart contracts between different parties involved
- Blockchain powered digital supplier audits and compliance monitoring
- Increased precision towards carbon footprint monitoring

**BENEFITS**

- Minimize reputational losses by preventing counterfeits
- Substantially Reduce direct costs per incident due to food recall
- Better customer sentiment with transparent provenance and freshness tracking
- Increased effectiveness of sustainability communication by providing insights from across the value chain

**FOR CONSUMERS**

- Increased trust in animal stock exchange and trading by creation of Data Marketplace
- Transparent farmer remuneration & incentivization
- Increased safety & well being of livestock

**SOURCE & PROCESS**

- Transparent farmer remuneration & incentivization
- Increased farm productivity through A/I / M/L Driven audio analytics with remote sensing satellite solutions
- Increased operational costs and minimized risk due to food recalls
- Better customer sentiment with transparent provenance and freshness tracking
- Increased effectiveness of sustainability communication by providing insights from across the value chain

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