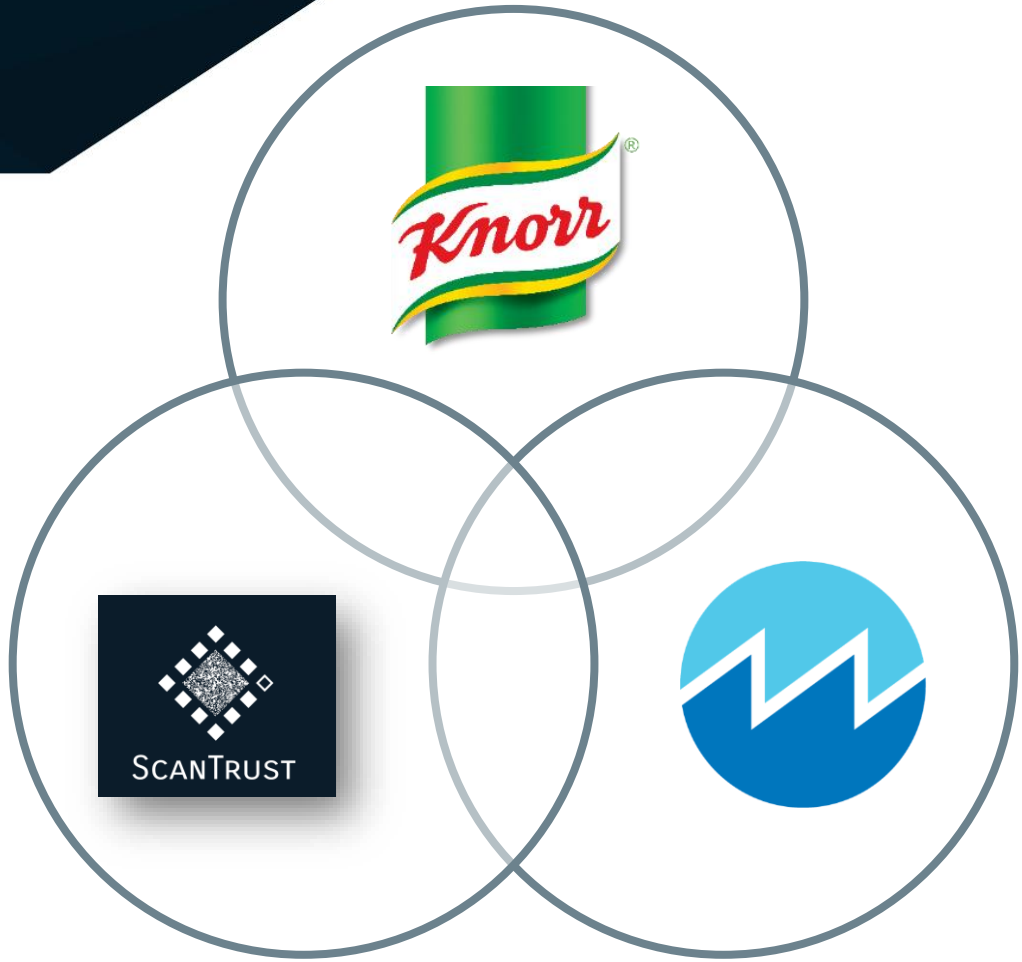
ScanTrust & Unilever

Knorr Farm-to-Fork: a real case of food quality and traceability for consumer engagement

Agenda

1. ScanTrust intro
2. Unilever business background
3. Project implementation
4. Live demonstration
5. Operations & Launch
6. Results & learnings



ScanTrust Introduction

- Headquartered in Lausanne, Switzerland
- Branch offices in Shanghai, Singapore, Bangkok, Kiev, and Amsterdam
- Active codes in over 70 countries; global delivery capability & project rollout experience with Fortune 500 customer base

Challenges We Address

CHALLENGE #1

Establishing End-to-End visibility and transparency along the supply chain

CHALLENGE #2

Interacting with end customer at or after product point-of-sale

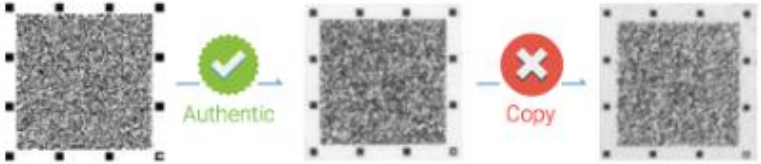
CHALLENGE #3

Preventing Counterfeits

How The Secure Graphic Works

ScanTrust developed the world's first Copy-Proof Serialized QR codes.

Each attempt to reproduce the original results in information loss.
Only a print of the 'Original' Digital File will be recognized as authentic.

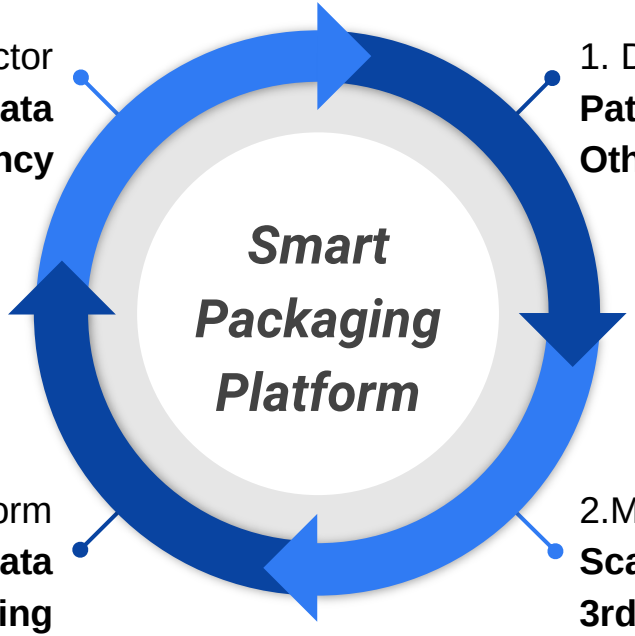


(US Patent No. 9594993 B2)

“Product Digitalization”

4. Blockchain Connector
Immutable supply chain data
Trust & Transparency

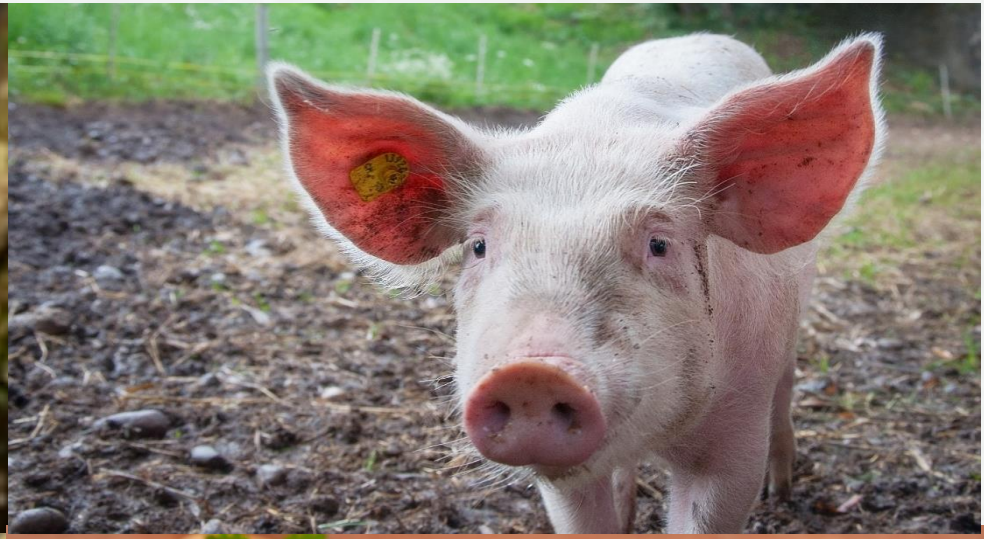
1. Digitize Packaging
Patented secure QR code
Other packaging identifiers



3. Online Platform
Collect and visualize data
Reporting
Open API

2.Mobile Web Pages & Apps
ScanTrust app
3rd party scanning apps
Direct End-user engagement

ScanTrust Secure Digitalization



Knorr
SINCE 1838

PICO 2.0

authentic flavor protected by

Blockchain

mang tính chất minh họa

hịt và chiết xuất xương ống và tủy và thịt thăn (2%)
Từ nguồn xương và thịt lợn tươi

Content

1. Business background
2. Project PICO 2 and Why Blockchain

Content

1. Business background
2. Project PICO 2 and Why Blockchain
3. Blockchain Demo

Our challenge and opportunity

Content

1. Business background
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A closer look to the winning Pico 2 concept

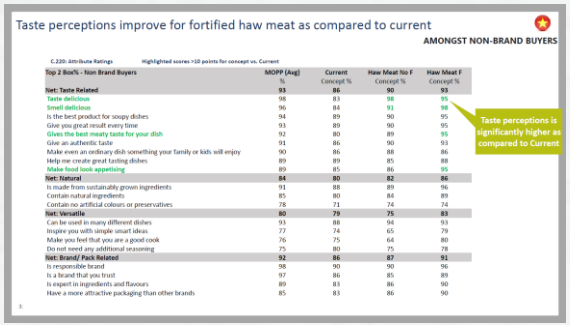
"Knorr is made from *STM* that was carefully selected from *clean pork farms* for superior taste"

Win the Mind

Concept appealed to **non-buyers**

Win the Mouth

Concept elevated to **better taste** perception



Opportunity: Build *trust* and *transparency* around our *Clean pork farm* standard

Food Safety & Credibility is the top concern and keeps on increasing

- Nielsen's Social listening in VN

Clean pork farm is the key take-aways from **Non-brand buyers**

- PICO2 concept test

It’s inline with the new Super trend “Real Honest and Authentic” which is emerging and shaping the future of Foods

The HOW

New Proposition & TVC

Knorr's superior taste can be trusted as it's made from *STM* that comes from selected *clean pork farms*

New Smart Packaging

Smart Packaging that allowed consumers to trace the origin of our *higher standard pork farms*

Superior Product

Knorr currently *wins significantly* vs Ajingon across key attributes

Supply Chain Snapshot

Pork Farms (2) → Meat processors (2) → Production (1) → Consumers (96M)

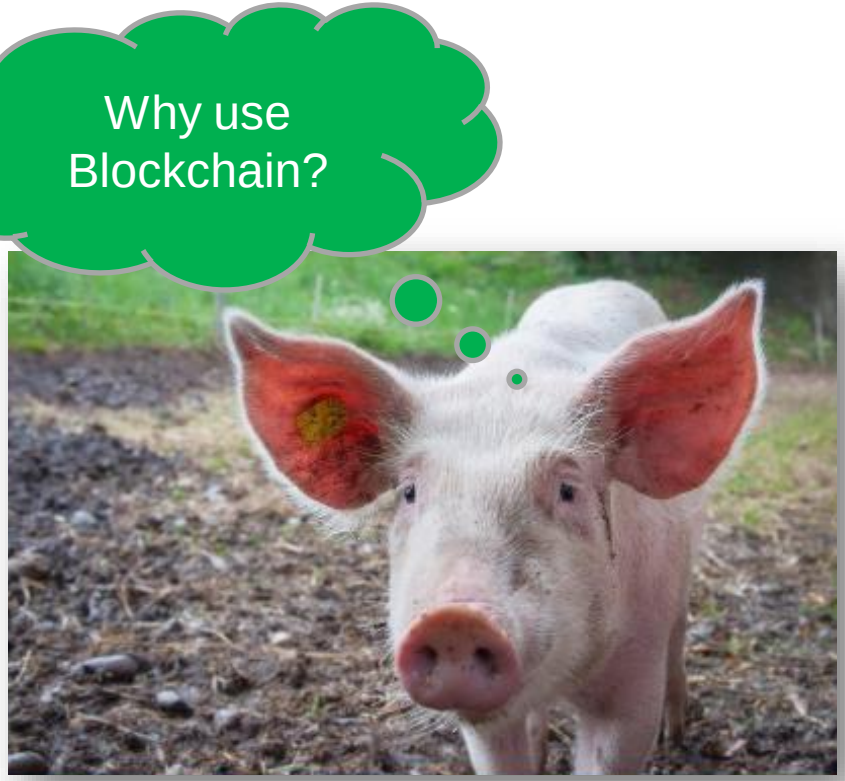
- Farm details
- Farm certifications

- Lot numbers
- Shipment details
- Processing dates

- Batch numbers
- Mixing details
- Processing dates

Food provenance history stored in a blockchain

Value Add?



- *Data Governance*: Protect supplier's data; comfortable to share and collaborate for traceability
- Plan to scale, more suppliers, actors
- *Consumer trust and data immutability*: Blockchain is part of the full approach to build consumer trust
- Auditable internal traceability

Technical Implementation

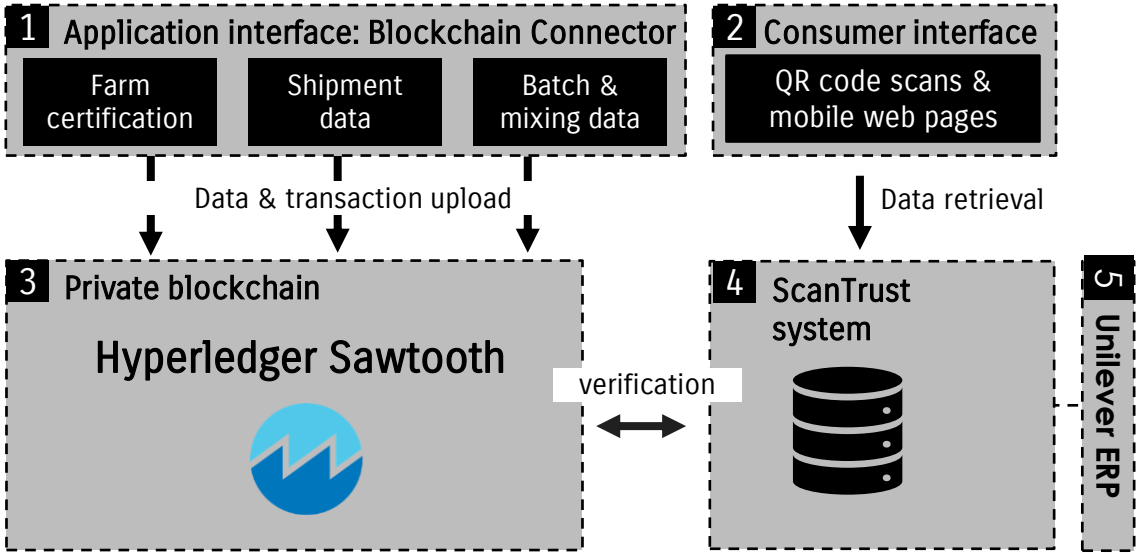
SCANTRUST +

- Unique ID management
- Consumer facing engagement
- Interoperable SaaS Platform

HYPERLEDGER SAWTOOTH

- Built for Supply Chain Scalability
- Designed for Enterprise
- Global Community

Launch Phase Architecture



1 Application interface

- Dashboards for various actors to enter data

2 Consumer interface

- QR codes on physical products
- Re-direction of consumer to landing pages

3 Private blockchain

- Immutable ledger

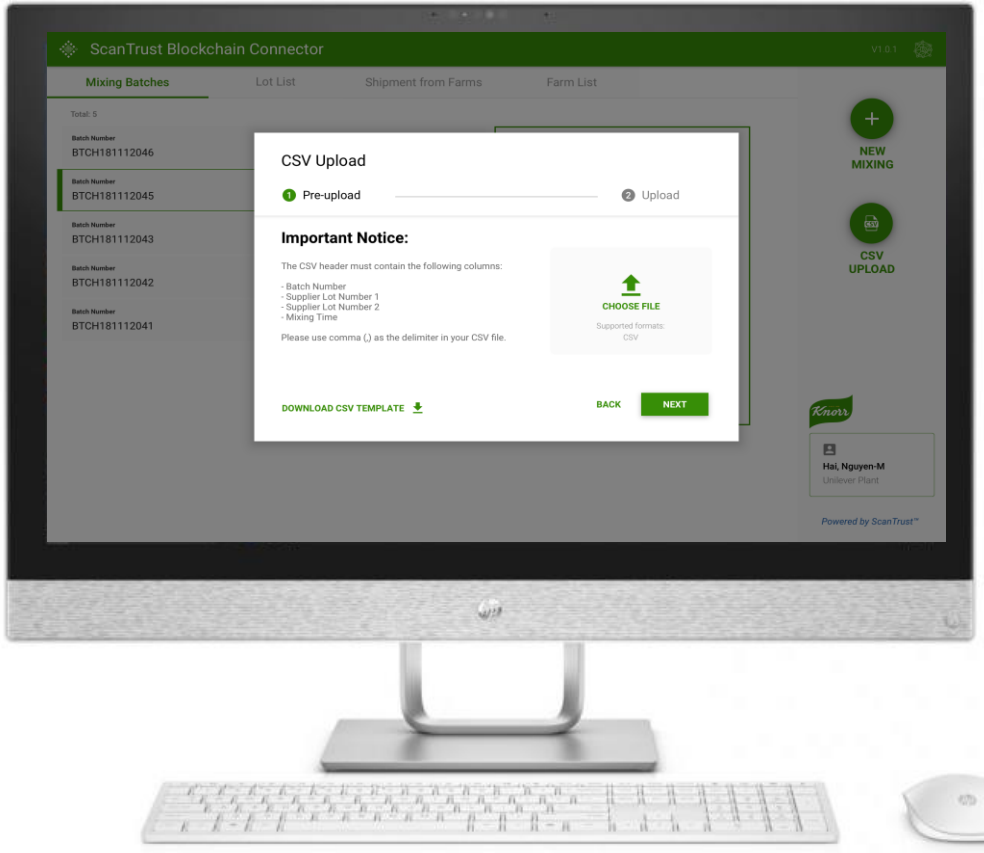
4 ScanTrust back-end

- Code management and scan tracking

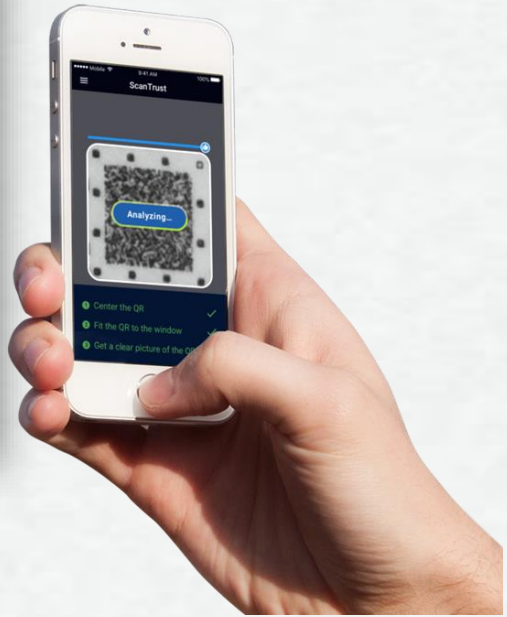
5 External system integration

- Integration production system

Data Upload Connector



Knorr
MỚI
Hạt Nêm
Thịt Thăn, Xương Ống & Tủy
TỪ NGUỒN THỊT TƯƠI & NGON*
Bổ sung vitamin A
Dùng muối I-ốt
TỐT CHO SỨC KHỎE
Kcal
5
0%


ScanTrust
Analyzing...
Center the QR
Fit the QR to the window

78% 09:56
Evernote
Clock
Grab
CALCU
Contacts
Calendar
Gallery
Google
Slack
Skype
Gmail
Chrome
WeChat
LINE
ScanTrust
STEnterprise
Phone
WhatsApp
Maps
Camera
Apps

Operations & Launch

Packaging Production

Plant Integration

360° Launch

Packaging Production

Standard press…built for speed…

….digital printer for unique QR codes

Activation & Association

360° Launch

440 mm
680 mm
Thịt chuẩn Sạch Tròn vị Ngon
QUÉT MÃ QR - TÌM HIỂU NGUỒN GỐC THỊT HEO SẠCH !
Hạt Nêm
Thịt Thăn, Xương Ống & Tủy
TƯƠI & NGON
MỚI
THỊT HEO SẠCH CHUẨN VIETGAP
Nuôi bằng nguồn nước sạch
Sử dụng thức ăn dinh dưỡng
Không thuốc tăng trọng*
THỊT CHUẨN SẠCH TRÒN VỊ NGON
QUÉT MÃ QR TRÊN GÓI
Kiểm tra nguồn gốc Thịt theo chuẩn VIETGAP

THỊT HEO SẠCH CHUẨN VIETGAP
THỊT CHUẨN SẠCH TRÒN VỊ NGON
QUÉT NGAY!
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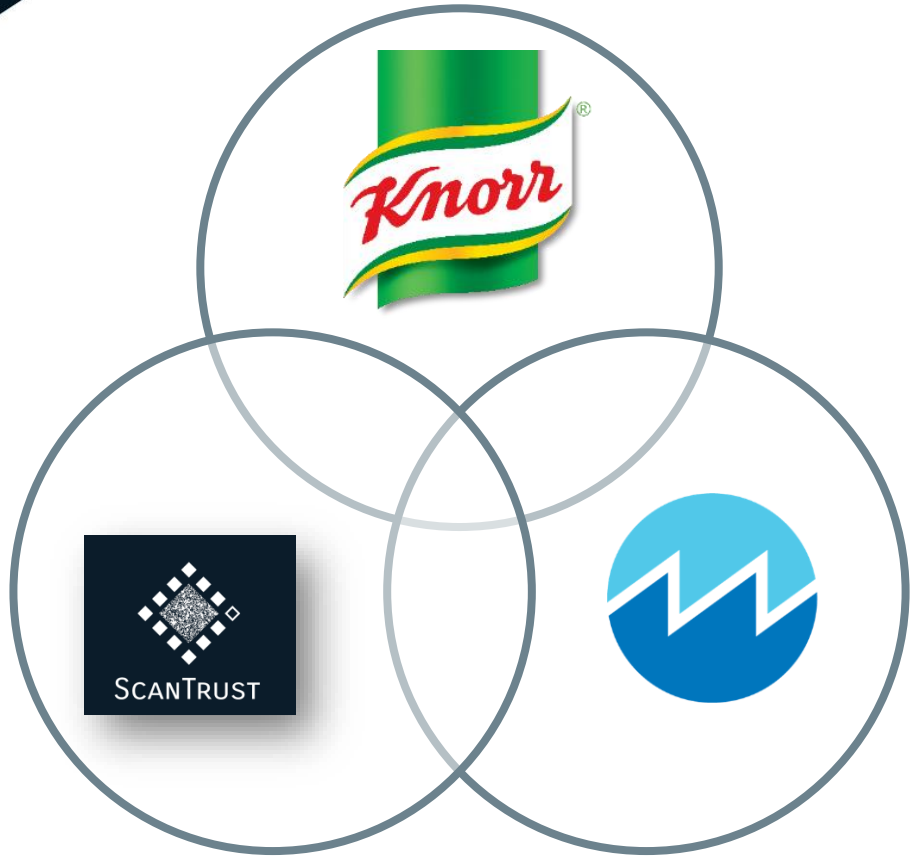
QUÉT MÃ QR TÌM HIỂU NGUỒN GỐC THỊT HEO SẠCH !
MỚI

Digital & Cross Category

TV & Youtube

Moving Forward

- Strong co-innovation push towards transparency
- Live project with real consumers
- How to achieve speed at scale: potentially billions of codes
- Testing and planning for architecture improvements in enterprise environment



Thank You!

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