



# open food chain

Launching a healthy utility token for food traceability

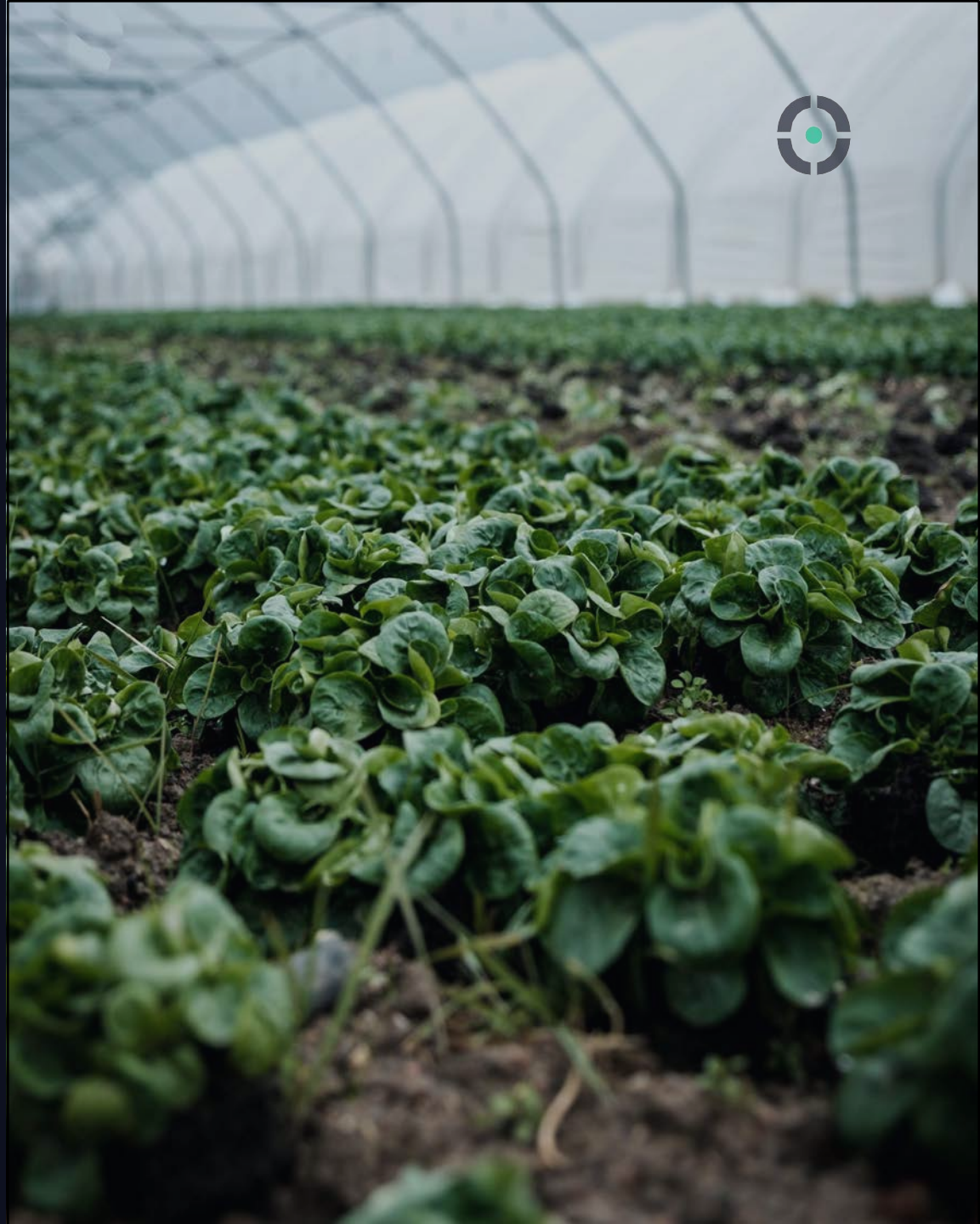
# Food traceability is a major issue



**€2.5 Trillion**

is lost every year due to bad, inaccurate, dirty or missing data.

Source: The Data Warehousing Institute



# By 2024 traceability is a must-have

Regulation and consumers drive the adoption of web3 traceability solutions.

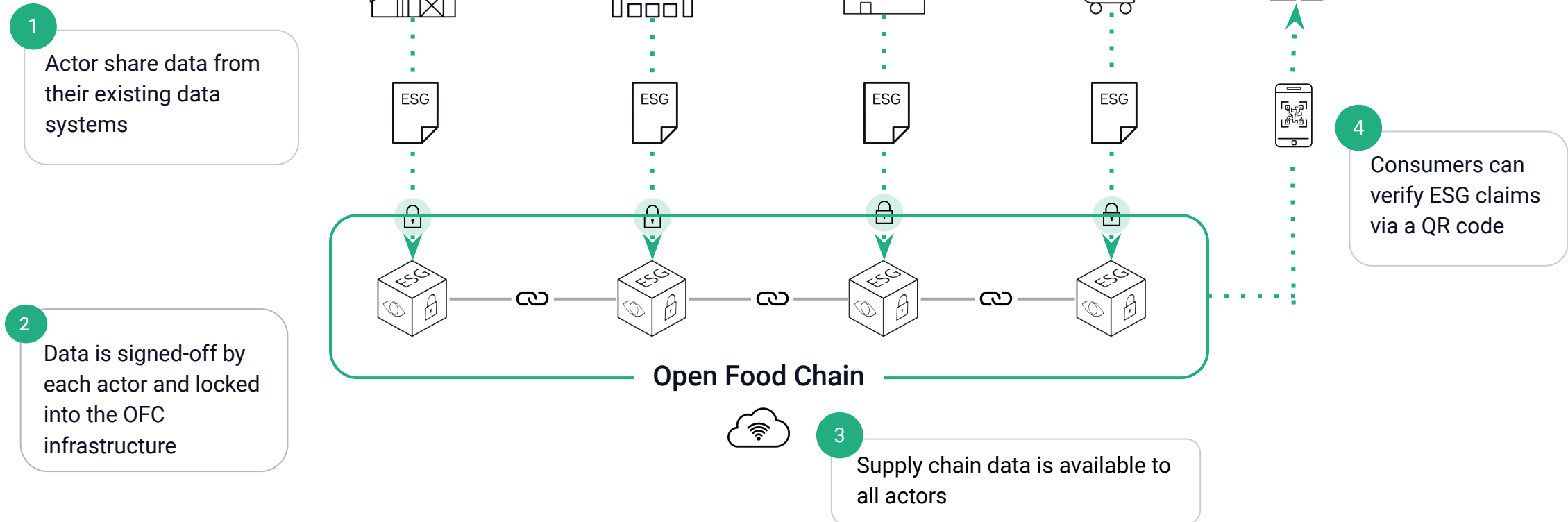


## New regulations enforce web3 solutions

- Corporate Sustainability Due Diligence Directive (EU)
- Regulation on deforestation-free products (EU)
- Common Fisheries Policy (EU)
- Requirements for Additional Traceability (USA)
- Fighting Against Forced and Child Labour in Supply Chains Act (Canada)
- Sugar Code of Conduct (Australia)
- Sugar Regulation 2020 (Kenya) etc.



# OFC is the open source solution



# Currently live in five industries



- 2021 ● Juice**  
Onboarded some of the biggest companies with a combined revenue of over €60 billion
- 2022 ● Burger**  
Fully traceable BlockchainBurger. The only B2C implementation of OFC. Fully transparent recipes.
- 2023 ● Cacao**  
Supporting deforestation-free cacao chains, funded by German government.
- 2023 ● Fish**  
Starting with reporting of labour conditions in Asian shrimp production.
- 2023 ● Olive Oil**  
Fraud-free olive oil on the blockchain.



# Market

Web3 for food is growing fast.

Agrifood<sup>1</sup>

\$13 trillion

CAGR<sup>1</sup>

9%

2022 - 2023

AgTech<sup>2</sup>

\$19 billion

CAGR<sup>2</sup>

17%

2021 - 2030

Expected OFC revenue 2026

\$17 million

(3% of current market)

AgWeb3<sup>3</sup>

\$557 million

CAGR<sup>3</sup>

46%

2023 - 2030



# Unique governance model guarantees adoption

01

## Chain per industry

Clear and easy governance, allowing for industry-specific customisation.

02

## Leading brands

Start with influential players. Competitive pricing and free for farmers.

03

## Network effect

Major industry players invite their own supply chains onto OFC, accelerating adoption.

Working with  
the **biggest** of  
brands










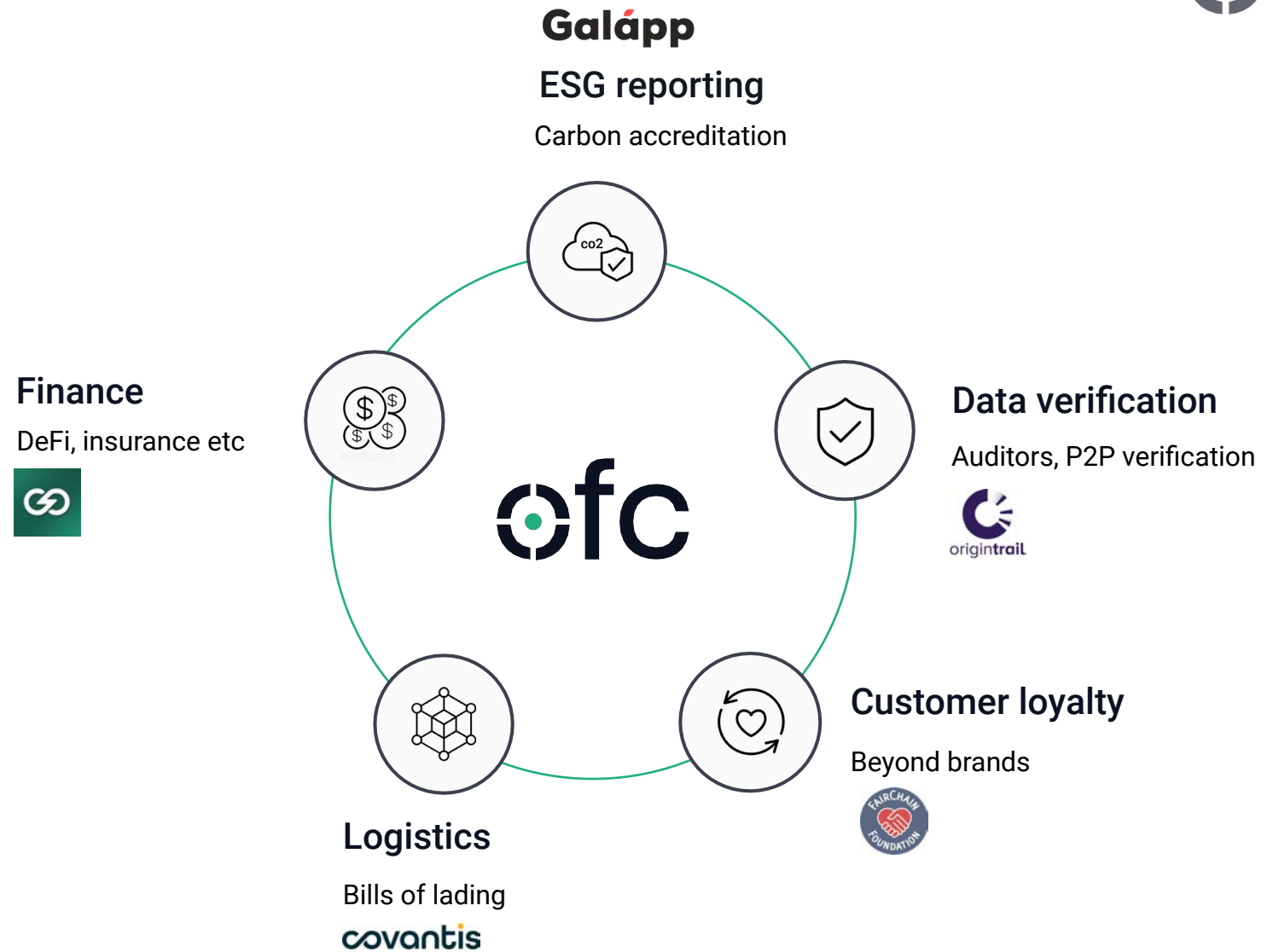


# Our competitive edge

Traceability that reduces costs.

					
Ease	✓	✓	✗	✓	✓
Affordable	✓	✗	✗	✗	✗
Control	✓	✗	✗	✗	✗

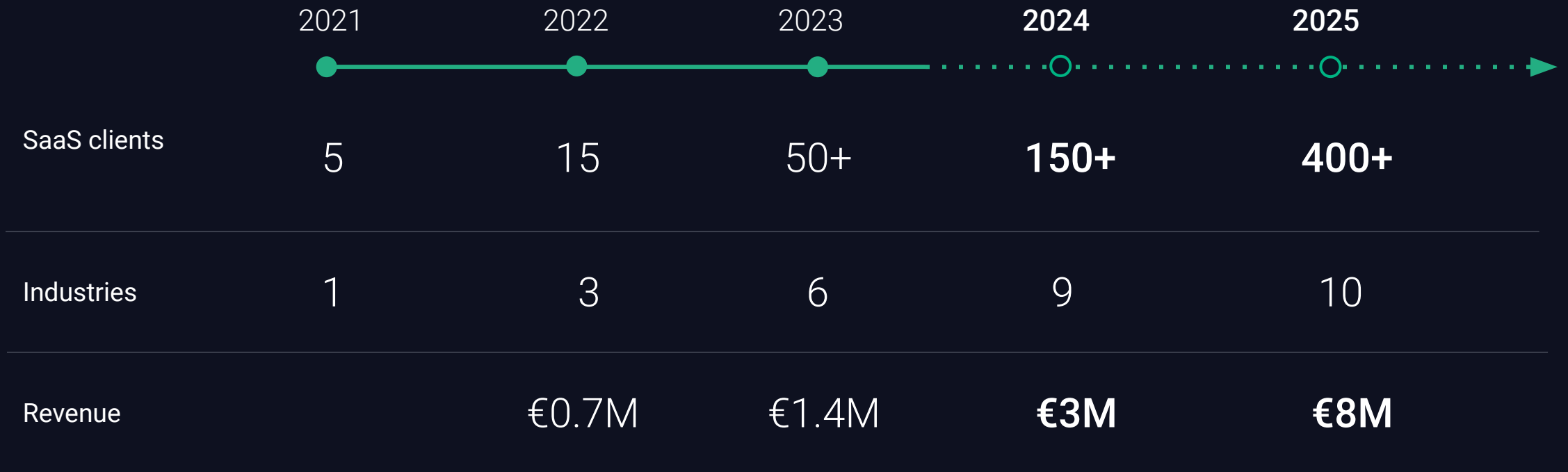
# Services drive OFC value





# Projections

Cash-flow positive since 2020



# Board



**Marieke de Ruyter de Wildt**

Founder OFC



**Rick Borenstein**

Venture partner at Peakbridge



**Howard-Yana Shapiro**

Former CAO at Mars



**Pieter van Osch**

Founder Scaleup Impact



**Kadan Stadelmann**

CTO at Komodo

# Advisors



**Coert Michielsen**

Refresco



**Julian Lampietti**

World Bank



**Gern Huijberts**

Cargill



**Saqr Eriqat**

Crypto Oasis



**Hugo Byrnes**

Ahold Delhaize



# Open for strategic investments

Seed round

**Closed**

•  
Komodo  
Crypto Oasis  
NGG.io  
0xDesign Capital  
G-20 Group

Private round

**€1.56M**

•  
**Open till Sep 2023**  
Strategic investors only

Launch round

**€900K**

•  
Make \$OFC publicly tradable  
and grow the community



Join the private round

[investment@openfoodchain.com](mailto:investment@openfoodchain.com)

[openfoodchain.com](https://openfoodchain.com)