

## **Prospérité is the first blockchain-traced, real-time audited & digitally certified UHT milk!**

Convinced that the future of the agri-food industry is focused on **total transparency** from the fields to the shelves stores, **Prospérité is the first digitally certified UHT milk** by tracking and auditing in real time its eco-responsible UHT milk by blockchain, a world first in the dairy sector! Bringing to consumers access to total transparency!

### **Real-time digital audit, the real revolution!**

To verify that our UHT milk is really labelled "**origin of the Hauts-de-France**", "**animal welfare friendly**", or "**GMO-free fed**" it is necessary to check with each actor of the dairy chain that these criteria have been carefully respected.

Indeed, it is now possible to trace and check that the specifications of our milk from grass-fed cows' collection are verified, thanks to **the digital audit and the blockchain**.

The data comes from existing software already in place and is transmitted without intermediaries on the blockchain, so no human interaction is possible during the process. Consequently, once this information has been recorded, no one can change it, because the **blockchain is a fraud-proof register**.

**Thanks to a dynamic QR code printed directly on the milk bottle, the consumer has access to all traceability and audit information in real time of his milk.**

A promise that is kept and verified creating a bond of trust between farmers and consumers, in complete transparency.

Traced and audited specifications of the milk from grass fed cows collection:

- *Cow feeding guaranteed GMO-free,*
- *Minimum surface area of 1500 m<sup>2</sup> accessible per cow,*
- *Minimum grazing period of 170 days per year per cow,*
- *Milk only from farms in the Hauts-de-France region,*
- *Minimum price set annually for committed producers and production bonus.*

**Defending brand's values and making its promises verifiable by everyone is possible by mobilizing all the actors in the chain.**



**Meet us at Gulfood show  
Dubai / February 16-20, 2020  
Booth #E1-40 / Hall 1**