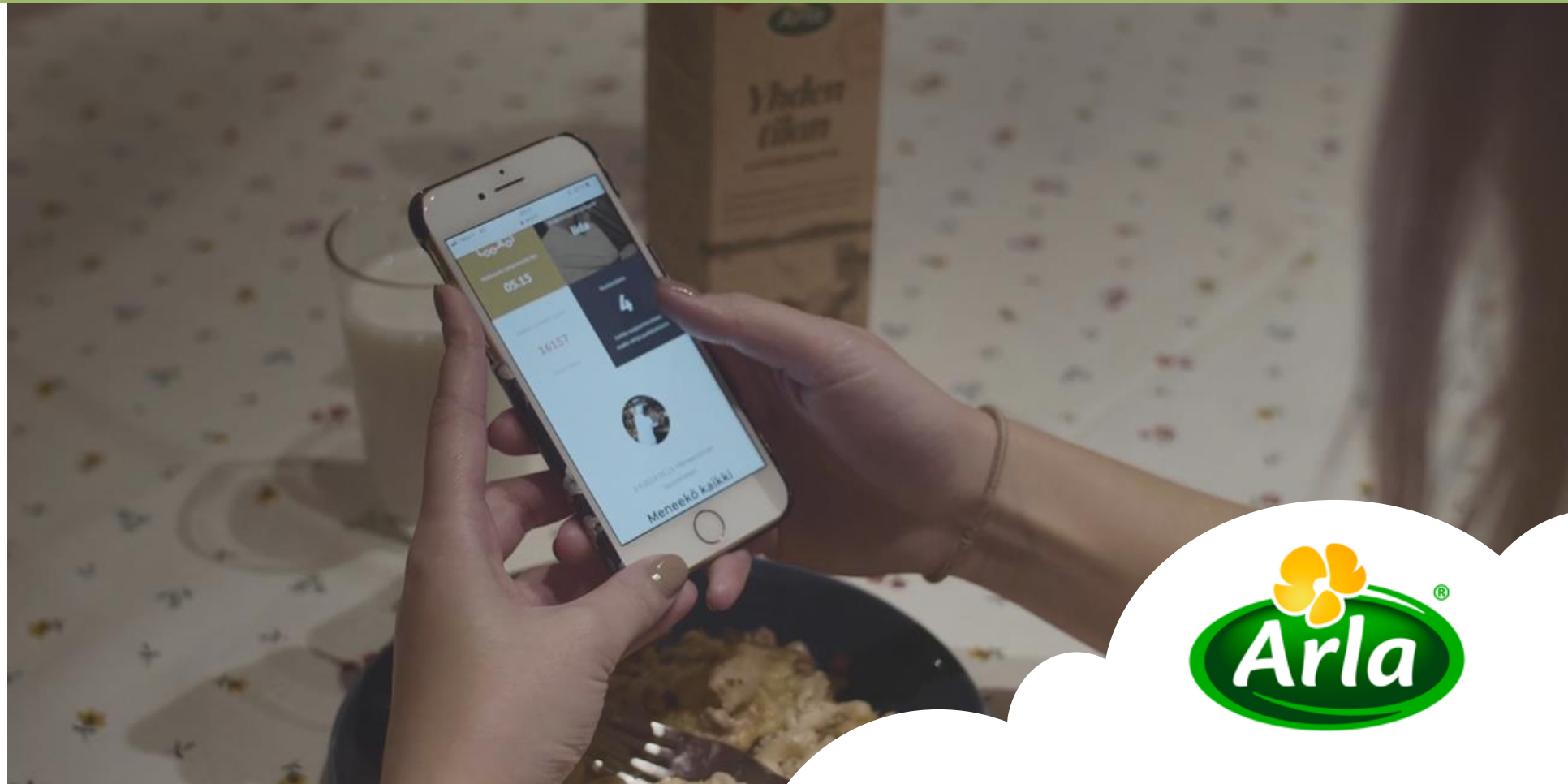


TRANSFORMATION OF FOOD VALUE CHAINS

AN INSIDE-OUT PERSPECTIVE

5.6.2020
Business Finland Webinar
Tomi Sirén, Arla





“

THE MOST TRANSPARENT VALUE CHAIN IN DAIRY

– Arla Milkchain Vision





67%

**WISH THAT FOOD COULD BE
TRACKED ALL THE WAY TO
THE FARM IT CAME FROM**



ARLA MILKCHAIN



FROM **FINLAND** WITH LOVE

POC IN FINLAND,
REAL IMPACT WHERE
IT MATTERS MORE



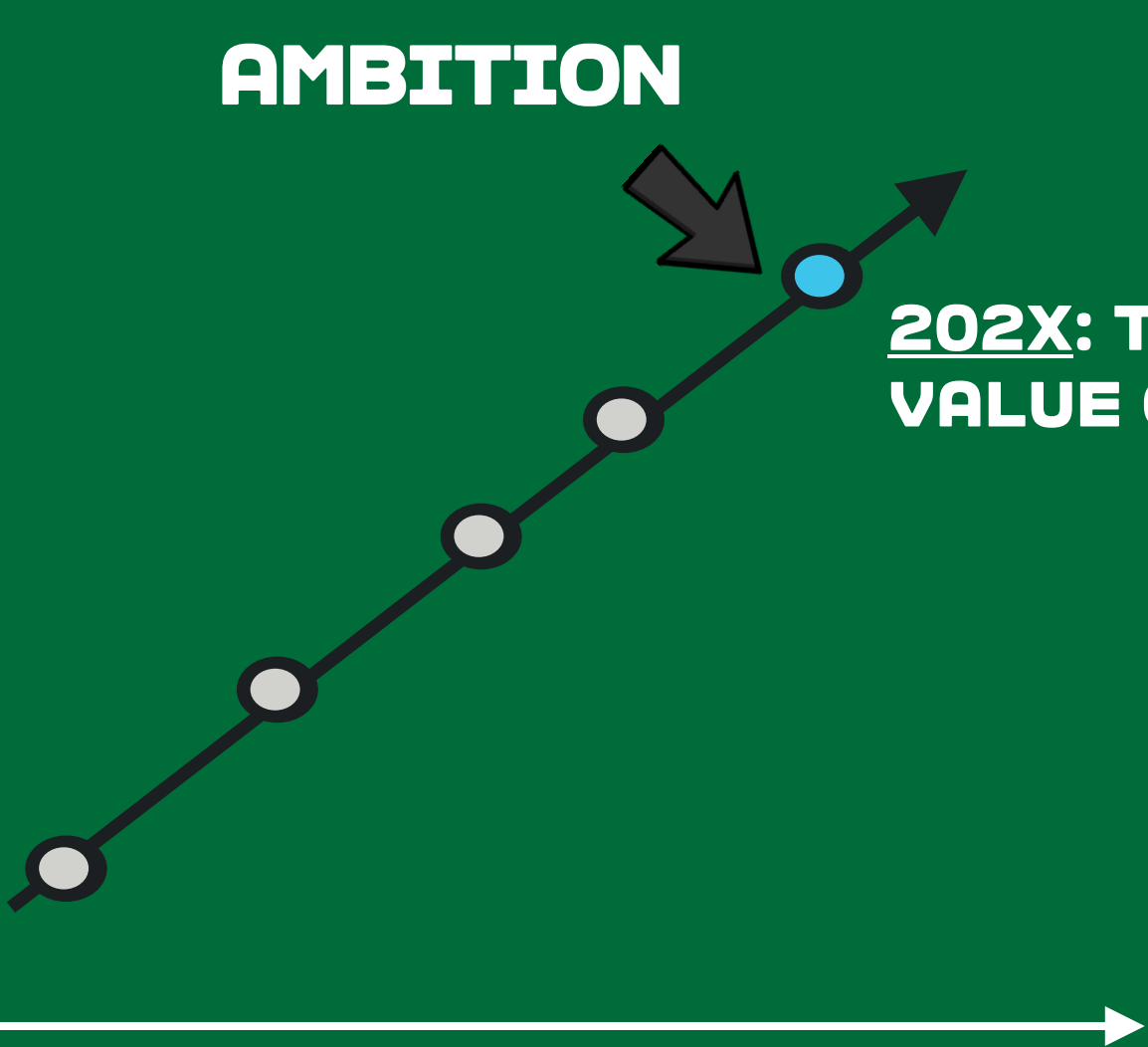
PHASE 0

AMBITION

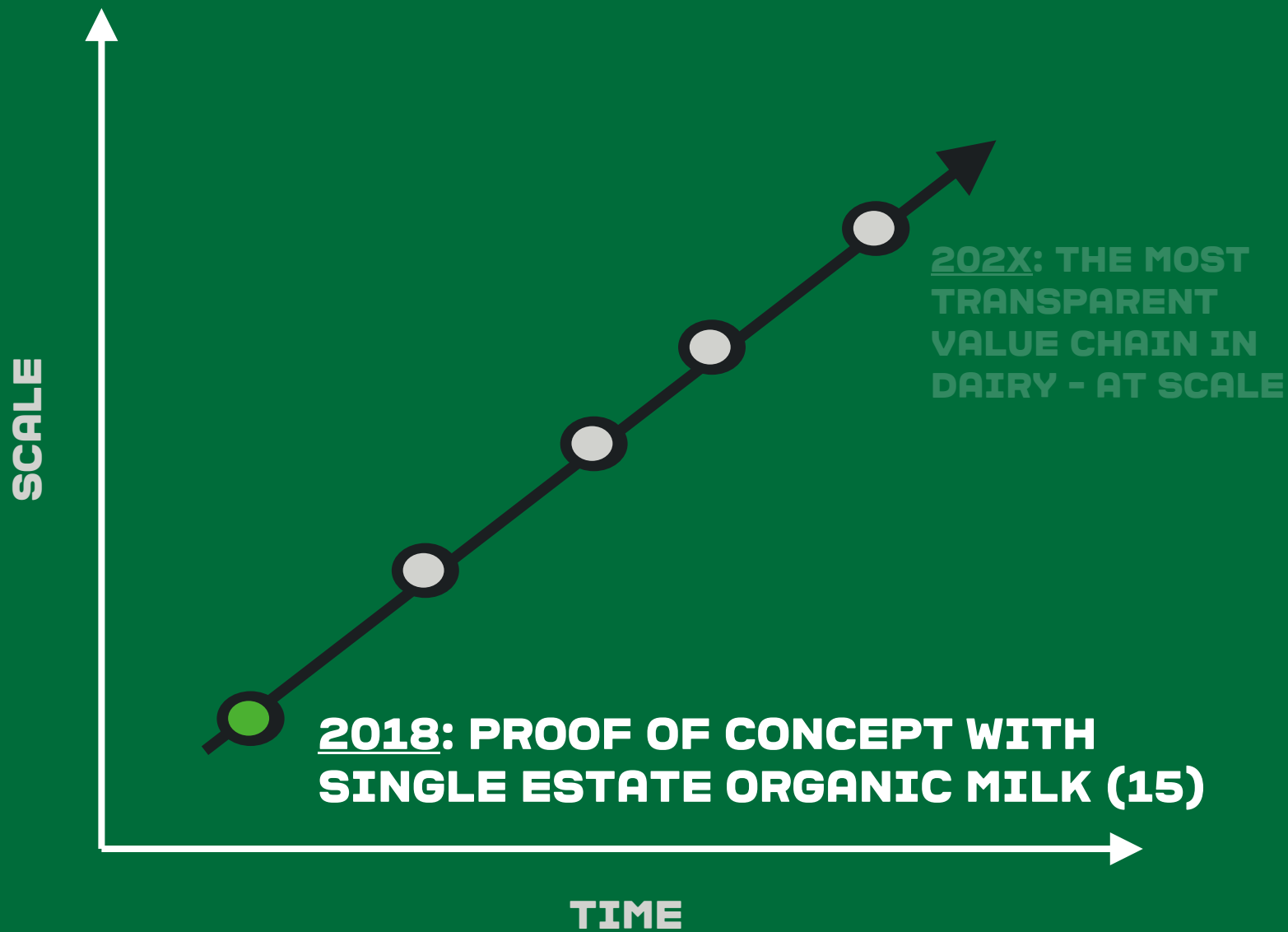
SCALE

TIME

**202X: THE MOST TRANSPARENT
VALUE CHAIN IN DAIRY - AT SCALE**

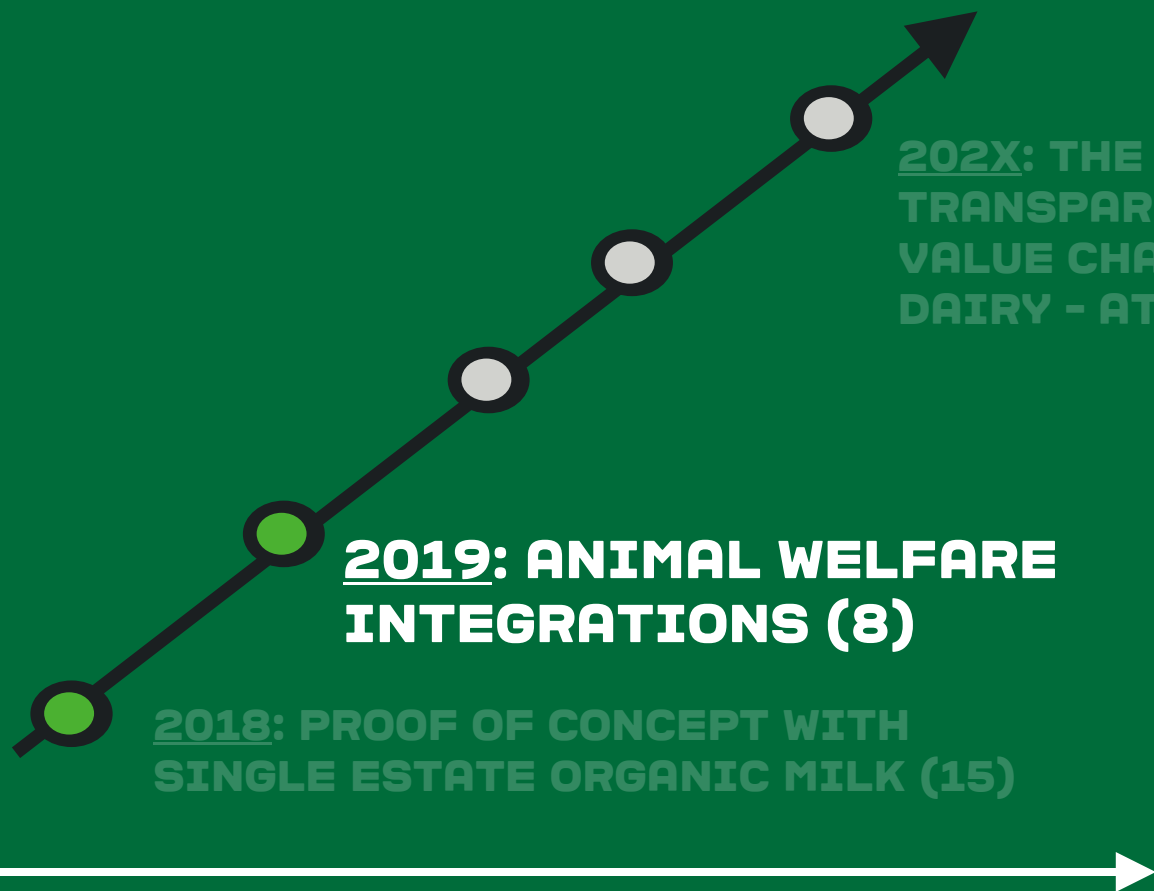


PHASE 1

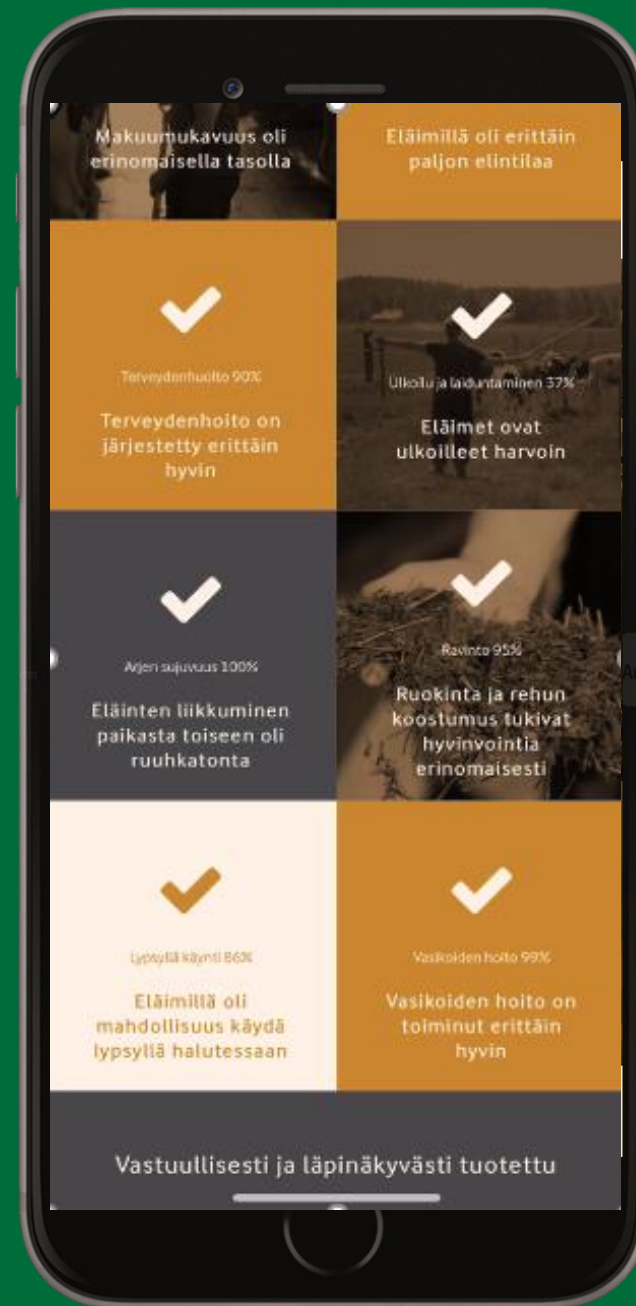


PHASE 2

SCALE



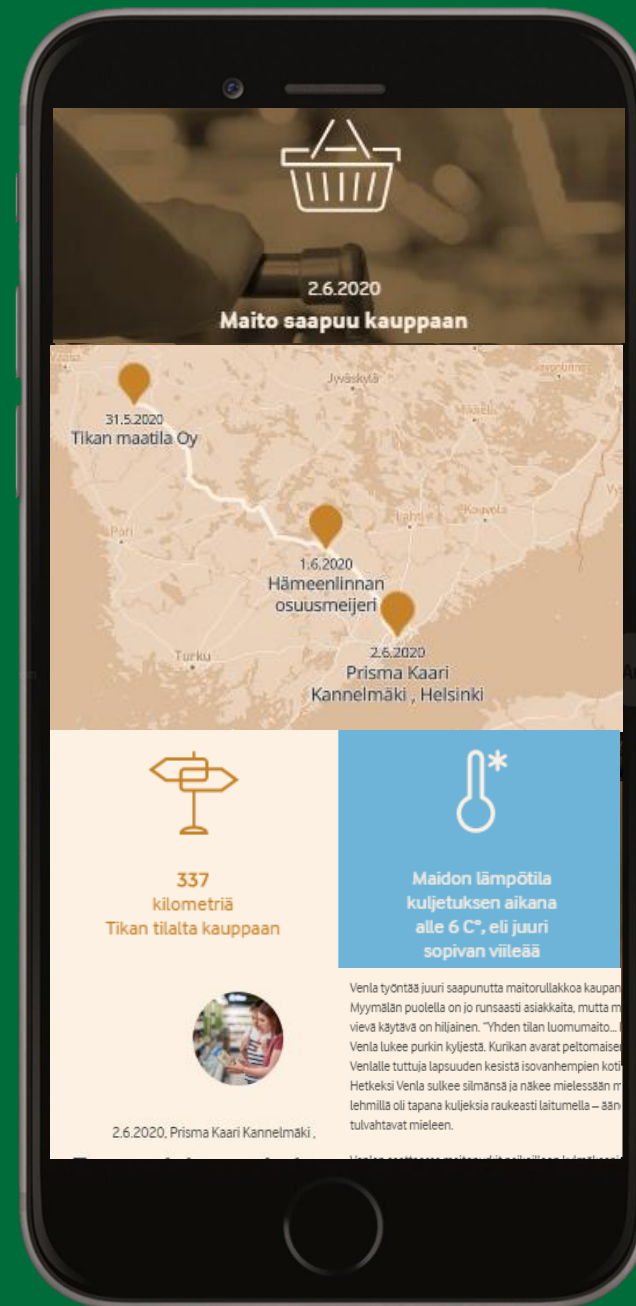
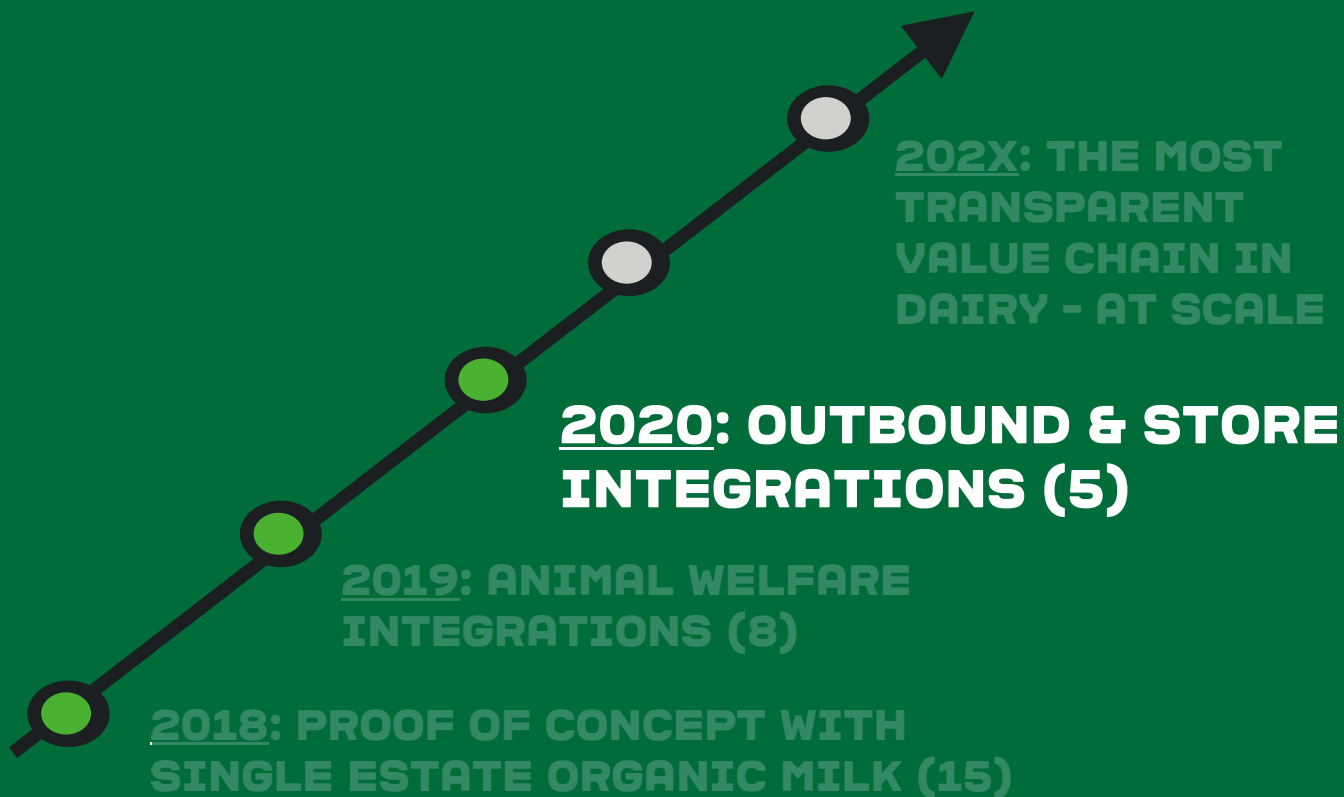
TIME



PHASE 3

SCALE

TIME



1.
**SHARED
VISION &
AMBITION**

2.
**OPEN, TRULY
DECENTRALIZED
BLOCKCHAIN**

3.
**COLLABORATION
AND SHARED
IPR'S**





“

THE MOST TRANSPARENT VALUE CHAIN IN DAIRY

– Arla Milkchain Vision



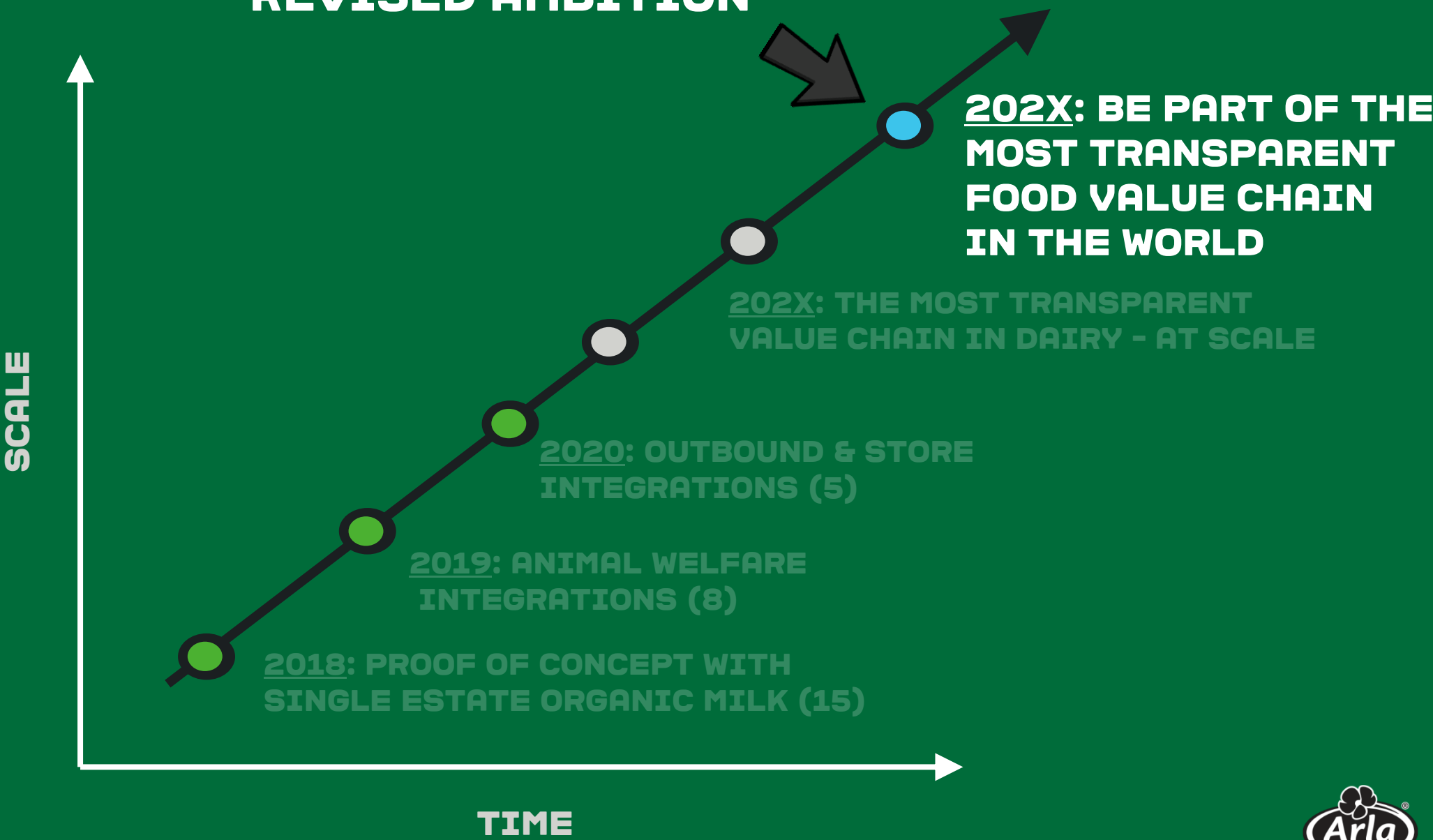


“

**THE MOST
TRANSPARENT
FOOD VALUE CHAIN
IN THE WORLD**

– Food for Finland Visio

REVISED AMBITION



1.

**SHARED
VISION &
AMBITION**

2.

**OPEN, TRULY
DECENTRALIZED
BLOCKCHAIN**

3.

**COLLABORATION
AND SHARED
IPR'S**





ARLA MILKCHAIN



FOODCHAIN

FOOD FROM FINLAND CONSORTIUM



ARLA MILKCHAIN

COMPANY X VALUE CHAIN

1.

**SHARED
VISION &
AMBITION**

2.

**OPEN, TRULY
DECENTRALIZED
BLOCKCHAIN**

3.

**COLLABORATION
AND SHARED
IPR'S**



1.

**SHARED
VISION &
AMBITION**

2.

**OPEN, TRULY
DECENTRALIZED
BLOCKCHAIN**

3.

**COLLABORATION
AND SHARED
IPR'S**

TRUST





THANK YOU!

@TOMISIREN  TOMI.SIREN@ARLAFOODS.COM

Read more about Arla Milkchain: www.arla.fi/tikantila

