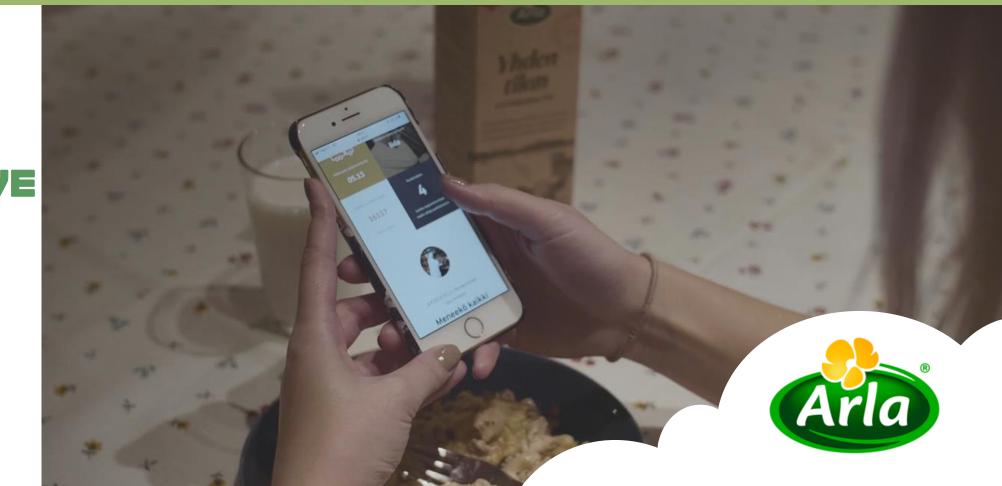
## TRANSFORMATION OF FOOD VALUE CHAINS

### AN INSIDE-OUT PERSPECTIVE

5.6.2020 Business Finland Webinar Tomi Sirén, Arla





# 66 THE MOST TRANSPARENT VALUE CHAIN IN DAIRY

– Arla Milkchain Vision



### **679 VISH THAT FOOD COULD BE TRACKED ALL THE WAY TO THE FARM IT CAME FROM**



Source: Taloustutkimus 2018.



## FROM FINLAND WITH LOVE POC IN FINLAND, **REAL IMPACT WHERE** IT MATTERS MORE



### AMBITION

#### **<u>202X</u>: THE MOST TRANSPARENT VALUE CHAIN IN DAIRY - AT SCALE**



SCALE

PHASEO

SCALE

PHASE

#### <u>2018</u>: PROOF OF CONCEPT WITH SINGLE ESTATE ORGANIC MILK (15)

202X: THE MOST TRANSPARENT

VALUE CHAIN IN

DAIRY - AT SCALE

2.00 18.9.2019 **Tikan tilalla** Lypsyvastaava 8658 Veera 16 m

TIME

SCALE

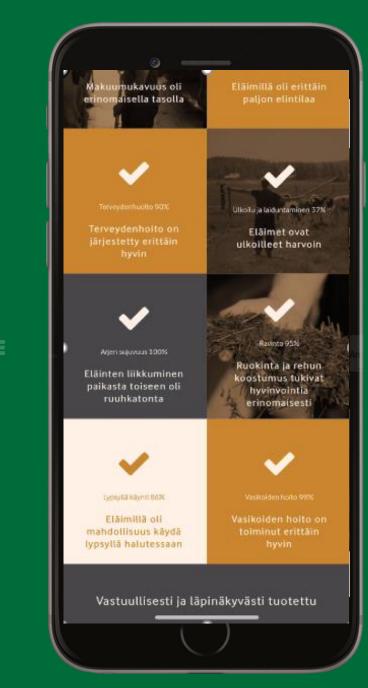
orinst 2

#### <u>202X</u>: THE MOST TRANSPARENT VALUE CHAIN IN DAIRY - AT SCALE

#### 2019: ANIMAL WELFARE INTEGRATIONS (8)

2018: PROOF OF CONCEPT WITH SINGLE ESTATE ORGANIC MILK (15)

TIME



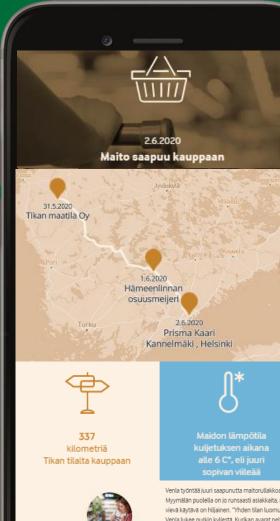
#### 202X: THE MOST TRANSPARENT VALUE CHAIN IN DAIRY - AT SCALE

#### 2020: OUTBOUND & STORE **INTEGRATIONS (5)**

**2019: ANIMAL WELFARE INTEGRATIONS (8)** 

2018: PROOF OF CONCEPT WITH SINGLE ESTATE ORGANIC MILK (15)

TIME







2.6.2020, Prisma Kaari Kannelmäki

oringe 3

## 1. SHARED VISION & AMBITION

## OPEN, TRULY DECENTRALIZED BLOCKCHAIN

### **3.** Collaboration And Shared IPR'S





# 66 THE MOST TRANSPARENT VALUE CHAIN IN DAIRY

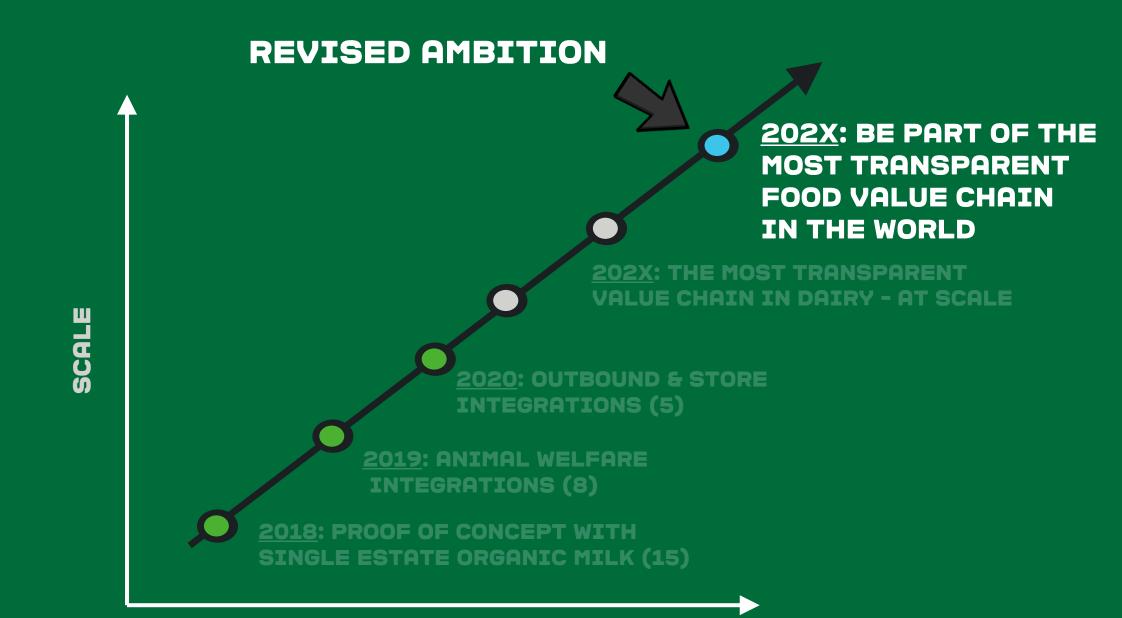
– Arla Milkchain Vision





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

- Food for Finland Visio



TIME

oHASET

Arla

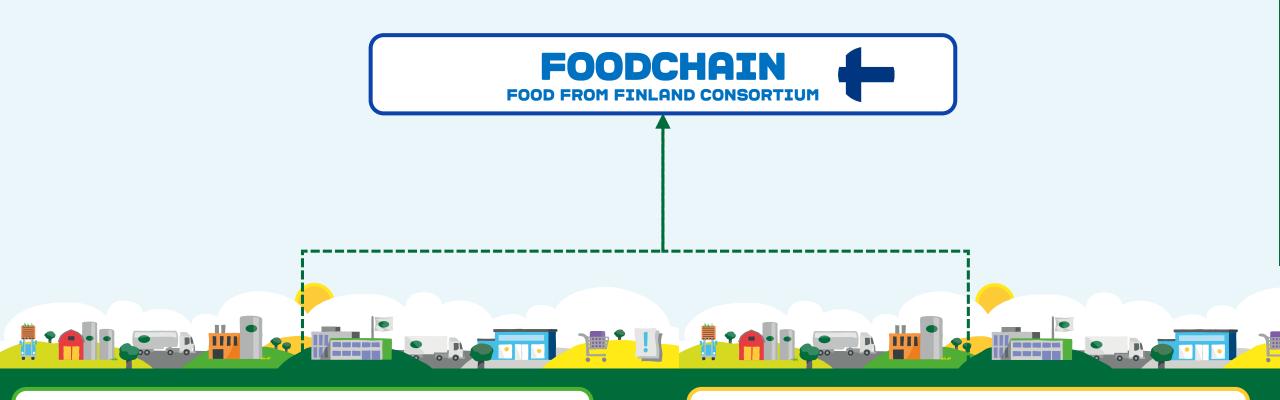
## 1. SHARED VISION & AMBITION

## 2. OPEN, TRULY DECENTRALIZED BLOCKCHAIN

### J. Collaboration And Shared IPR'S







### **ARLA MILKCHAIN**

### **COMPANY X VALUE CHAIN**

## 1. SHARED VISION & AMBITION

## OPEN, TRULY DECENTRALIZED BLOCKCHAIN

### **3.** Collaboration And Shared IPR'S



## TRUST

### 1. SHARED VISION & AMBITION

## 2. OPEN, TRULY DECENTRALIZED BLOCKCHAIN

## **3.** Collaboration and shared ipr's



# THANK YOU!

@TOMISIREN in TOMI.SIREN@ARLAFOODS.COM Read more about Arla Milkchain: <u>WWW.arla.fi/tikantila</u>

