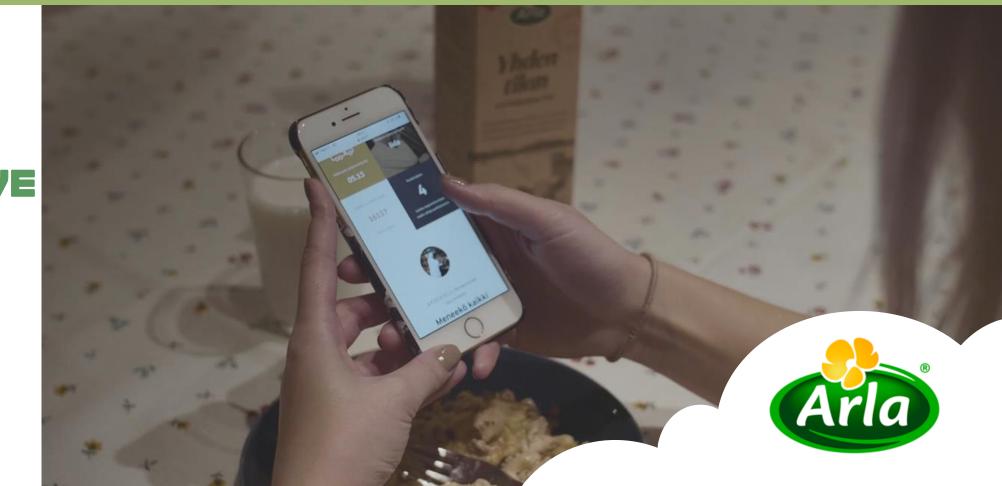
TRANSFORMATION OF FOOD VALUE CHAINS

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

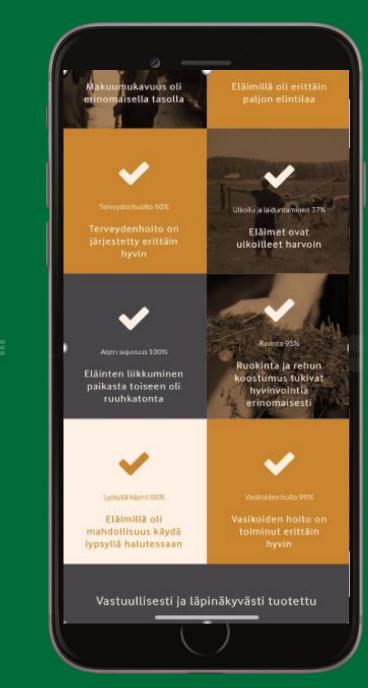
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<u>202X</u>: THE MOST TRANSPARENT VALUE CHAIN IN DAIRY - AT SCALE

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

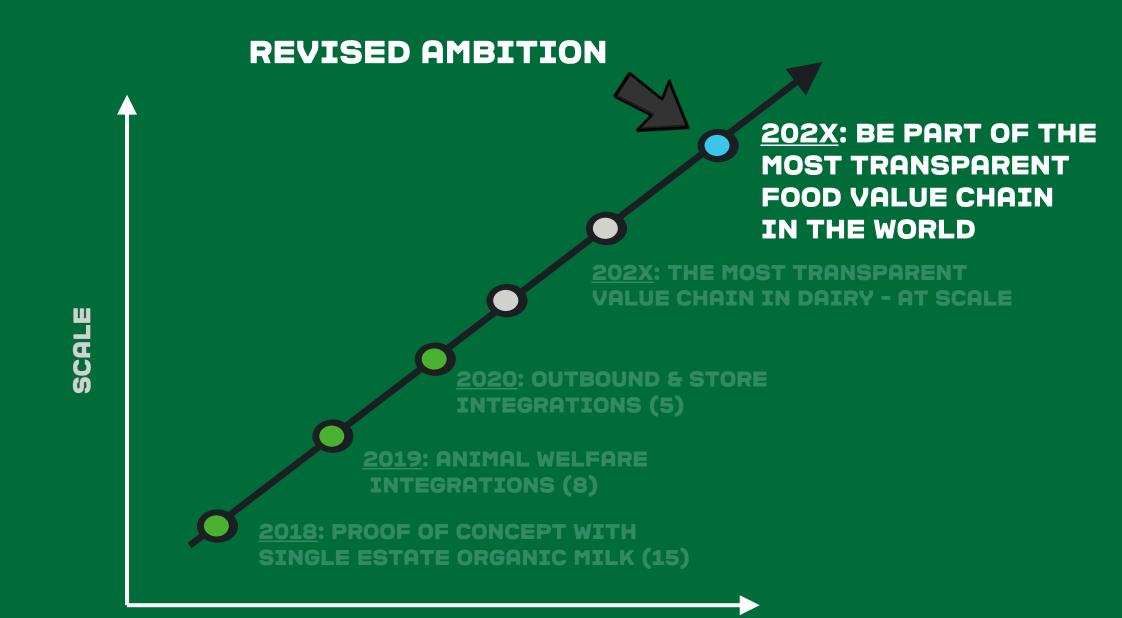
– Arla Milkchain Vision





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

- Food for Finland Visio



TIME

oHASET

Arla

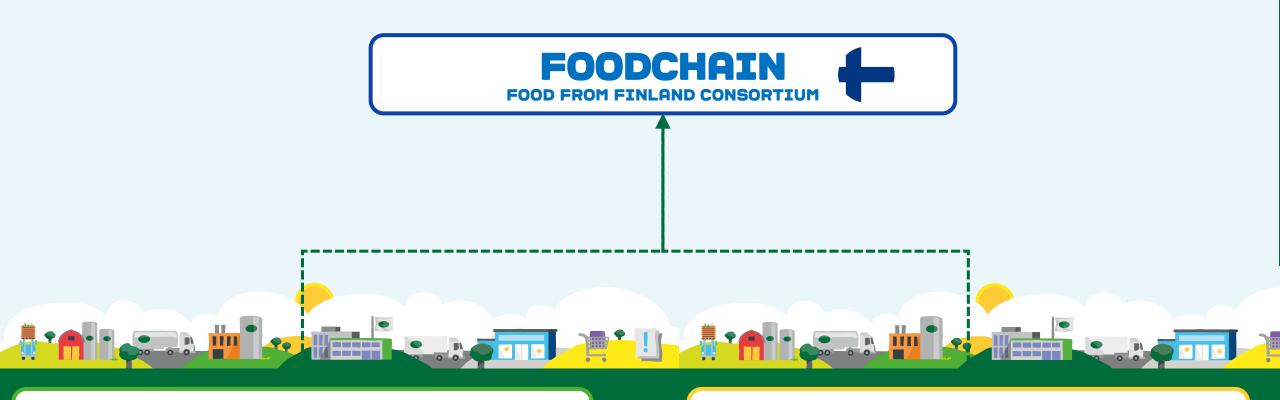
1. SHARED VISION & AMBITION

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>

