TrustBIX's Deborah Wilson on Managing Consumer Confidence in its Customers' Food Products

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In a recent InvestorIntel interview, Chris Thompson spoke with Deborah Wilson, Chief Revenue Officer of TrustBIX Inc. (TSXV: TBIX) about how TrustBIX promotes sustainability in the agri-food industry through its blockchain based chain-of-custody solutions.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Deborah explained how the company's BIX (Business InfoXchange) platform is used to validate claims, or attributes, of food products and food animals thus allowing food processors, retailers, and consumers to have confidence that the claims are true while being educated about what it is that is being offered. TrustBIX worked on McDonald's pilot project for ensuring sustainable beef supplies and is currently working with agricultural trading giant, Cargill, as part of its ongoing sustainable-sourcing program, Deborah Wilson explained how TrustBIX can help when disease outbreaks occur and, how the company's product promotes human and animal health.

To watch the full interview, click here.

About TrustBIX Inc.

As an innovative leader, TrustBIX provides agri-food traceability and chain of custody value solutions. The Company's

goal is to create a world where we trust more, waste less and reward sustainable behaviour by addressing consumer and agri-food business demands. The proprietary platform, BIX (Business InfoXchange System), is designed to create trust without compromising privacy through innovative, blockchain-derived use of technology and data. By leveraging BIX and its unique use of incentive solutions, TrustBIX delivers independent validation of food provenance and sustainable production practices within the supply chain – Gate to Plate®.

ViewTrak Technologies Inc., a wholly owned subsidiary, provides a suite of hardware and software solutions to the livestock industry in Canada, United States, Mexico and China, such as Auction Master Pro, Market Master, Feedlot Solutions and pork grading probes.

To learn more about TrustBIX Inc., click here

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