

# Investing themes for 2023 Part 1 – Food Waste

written by InvestorNews | January 3, 2023

Hello 2023! So long and good riddance to 2022. From a personal investment perspective, I'm more than happy to look at 2022 in the rear-view mirror. My year-end portfolio review was a sobering reminder of what I already knew, another lesson in humility that hopefully I will continue to learn from to become a better investor. Now it's a time for renewal and the look ahead to what might be in store for us in the weeks and months to come. What investment themes will emerge that will help soften the blow of the damage done in 2022. A healthy share of fossil fuel exposure in the first half of last year would have gone a long way to mitigating the carnage inflicted by big tech and crypto. Uranium and lithium stocks also started out the year strong but seemed to lose momentum as the year came to a close. Everyone seems to think we'll all be driving EV's in short order, but the stock price of many of those companies have been crushed of late. Are these buy the dip opportunities or is the market coming to the realization that we might be a little early for some of these trades?

I'm not sure that I have any useful insights for you based on my 2022 portfolio performance, but over the next couple of weeks I will take a stab at a few themes that might start to gain traction as 2023 progresses. With that said, there are several enormous macro issues (China/Taiwan, Russia/Ukraine, resurgent Covid to name just a few) out there that could completely trash any ideas I have and put them far from the focus of investors. Nevertheless, we have to start somewhere, so today we'll explore a broad theme of food security, sustainability and food waste reduction as inflation takes its toll on consumers world wide.

Food waste and spoilage statistics are quite alarming. According to the UN Environment Programme, about [one-third of food produced globally](#) for human consumption each year is lost or wasted. That is approximately 1.3 billion tonnes of edible food. Saving just a quarter of food lost or wasted globally each year would feed 870 million people. Not only does this result in financial losses but it also increases greenhouse gas emissions (another key theme and global focus). Are there ways to fix this? Yes. But similar to reducing our global carbon footprint it's going to take time and a concerted effort. However, I would argue that there is a much greater economic incentive today to reduce food waste given everyone's concern about food prices relative to opinions even as recent as a year ago.

One group at the forefront of trying to remedy this situation is [TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF). 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.

## Digital Transformation in Ag & Sustainability



**iNSIGHT**  
a TrustBIX Solution

**Asset Tracking  
& Theft Protection**

**Why?**

To mitigate the \$10-15 billion annual fraudulent food claims, and theft of agricultural equipment.

**ORIGIN**  
a TrustBIX Solution

**Traceability & Verification  
of ESG & Product Claims**

**Why?**

To verify agri-food products source and means of production.  
To support ESG reporting.

**iMPACT**  
a TrustBIX Solution

**Impact of Sustainability  
Practices & ESG goals**

**Why?**

To reduce the roughly 1/3 of all edible food that is lost to waste annually and record ESG practices

Source: TrustBIX [Fact Sheet](#)

The existing customer base includes hundreds of producers, auction markets, and feedlots. TrustBIX has a market presence in Canada, the USA, China, Mexico, and a healthy baseline of one-time and recurring revenue. Some notable customers include two of the largest beef companies in Canada, JBS Canada and Cargill, as well as household names such as McDonald's and Loblaw's (Real Canadian Superstore). Additionally, the Company will be [presenting at this year's CES](#) (Consumer Electronic Show) in Las Vegas where they will be exposed to plenty of industry heavyweights. Even more exciting for the company is that they will be on a panel discussing "Cross-Industry Opportunities for Consumer Tech" along with [John Sheehan](#), a Strategy and BD executive with Amazon Web Services' Aerospace & Satellite group. That seems like someone worthwhile getting to know, especially for a Company with a market cap of only C\$3 million.

Will TrustBIX be a good way to play the food security and waste prevention theme in 2023? Only time will tell. But I dare say that the food theme will at least start the year at or near the top of everyone's list of concerns.

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# Hubert Lau talks about TrustBIX entering a new growth phase with major agreements in place

written by InvestorNews | January 3, 2023

In this InvestorIntel interview with host Tracy Weslosky, [TrustBIX Inc.](#)'s (TSXV: TBIX | OTCQB: TBIXF) CEO Hubert Lau talks about advances in the Company's "Gate to Plate" blockchain-based platform to trace food supply to achieve more trust, less waste, and track and reward sustainable behaviour.

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel ([click here](#)), Hubert talks about how TrustBIX is working with Cargill and JVS, two of the largest food processors in the world, and how TrustBIX can track and provide secure supply chain data on essential foods such as cattle, pigs and chickens from farm to table, eliminating waste and increasing profits in a truly green and ESG transparent way.

Hubert also discusses how TrustBIX is now in a scale-up phase with significant agreements in place and record reported earnings last years, as well as a recent acquisition of a company that allows them to track and manage high-value agricultural and other equipment.

To access the full InvestorIntel interview, [click here](#)

Don't miss other InvestorIntel interviews. Subscribe to the InvestorIntel YouTube channel by [clicking here](#).

## About TrustBIX Inc.

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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.

The Company's Insight technology offers an edge-to-enterprise supply chain solution that brings asset situational awareness to dealers, equipment fleets, and civil construction managers. The platform allows for the tracking, protection, and identification of movement of assets using self-powered and self-reporting cellular tags and cloud-based suite of tools.

To learn more about TrustBIX Inc., [click here](#)

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# TrustBIX expands the coverage of its technology and grows its ESG revenues by sales and a key acquisition

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One of the biggest trends today is ESG investing. That is investors now demand companies operate in a sustainable way with a focus on Environment, Social, and Governance (ESG). Both customers and investors want to know the details of a company's ESG practices. A key part of this is examining the supply chain.

Security of supply chains and traceability of products has become essential in today's world. Look at the current sanctions on Russia and the need to trace products supply to be sure it is not coming from dictators, such as the Putin regime.

Today's company is focused on supporting companies with the right tools to help meet their ESG obligations. Their initial focus has been on the agri-food industry but there is potential to expand across many other sectors.

[TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF) offers a blockchain based platform to trace food supply and reward sustainability. TrustBIX has two platforms – BIX which stands for 'Business InfoXchange', and the other platform is called 'ViewTrak'. The Company has also recently acquired a company (Insight) that tracks and manages high-value agricultural and other equipment.

**BIX** – Traces food from farm 'Gate to Plate®' to ensure that the food is sustainably produced. The BIX platform has over 1,500 producers registered who track cattle as part of Strategic

Sourcing through Cargill for McDonald's Canada and other restaurants.

**ViewTrak** – Provides a suite of hardware and software solutions to the livestock industry in Canada, United States, Mexico and China. TrustBIX [says](#) that ViewTrak has an 80% and 30% share respectively in the Canadian and US Live Cattle Auction Market software automation space.

**TrustBIX continues to work with Cargill and acquires Insight Global Technology Inc.**

In February the Company [announced](#) an “innovation agreement” to continue working with Cargill in Canada. The agreement will see TrustBIX provide strategic advisory and technology innovation services. The report [states](#): “This next phase of partnership will explore how to create more efficiencies in the delivery of the program to further advance Cargill's commitments to sustainable sourcing of Canadian beef.”

In March TrustBIX [announced](#) the signing of Definitive Agreement to acquire 100% of Insight Global Technology Inc. (Insight) for up to 30,000,000 common shares of TrustBIX priced at \$0.18 per share. The [deal closed successfully](#) as announced on March 7, 2022.

Insight is an early stage company providing solutions to track, protect and identify the movement of high value moveable equipment used in agriculture and other industries. This is quite the expansion for TrustBIX from their core area of food traceability.

TrustBIX CEO Hubert Lau [stated](#): “I am very excited about the acquisition of Insight, which is a major milestone for TrustBIX. We are confident that the acquisition will help us expand our BIX platform, enhance our value in supply chains, and enable us

to better serve our clients with a more diversified set of products and services. We believe Insight will assist us to drive growth and shareholder value in the months and years ahead.”

Insight is essentially an asset tracking platform that tracks, identifies, and reports a client’s assets with self-reporting asset trackers.

**Insight is a system of record and visualization service for asset tracking and management**



Source: [Insight website](#)

### **TrustBIX achieved record annual revenue in 2021**

As [reported](#) on February 2022, TrustBIX posted first quarter revenue of \$422,261 for the last 3 calendar months of 2021. That compares to all of 2021 revenue of [C\\$2.17 million](#), which was up from [C\\$1.63 million](#) in 2021. You can view [here](#) for details on the recent capital raise.

### **Next steps**

TrustBIX states their business strategy is to continue [to expand organically and by acquisition](#). The Company also plans to [combine](#) the BIX technology and incentive solutions with Insight’s edge-to-enterprise supply chain solutions.

Alex Barendregt, founder of Insight, [stated](#): “We are more than excited for this great opportunity to bring together our technology platforms to be deployed as a unified solution within TrustBIX. We look forward to closely working with the TrustBIX team in implementing this complimentary line of business.”

## Closing remarks

TrustBIX is still relatively small but is growing both organically and via smart acquisitions. The Company now effectively has three platforms – BIX, ViewTrak and Insight. These can be combined to create an ever greater ESG package for companies to trace, track, and manage their supply chain and assets.

TrustBIX trades on a market cap of [C\\$6.6 million](#). It is still early days for TrustBIX but so far management is doing everything right. One to watch in 2022.

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# Hubert Lau on TrustBIX's record annual revenue in 2021

written by InvestorNews | January 3, 2023

In a recent InvestorIntel interview, Tracy Weslosky spoke with Hubert Lau, CEO of [TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF) about TrustBIX's recent milestones including an [LOI to acquire](#) a tracking solutions provider for high-value moveable equipment used in the agriculture industry and about reporting record [annual revenue](#) in 2021.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Hubert Lau provided an update on TrustBIX's growth strategy to increase revenue and profitability as it moves towards the commercialization of its pilot projects. He went on to provide an update on TrustBIX's blockchain powered agri-food

traceability and chain of custody solutions and explained how it helps companies support their ESG claims and helps build trust.

To watch the full interview, [click here](#).

### **About TrustBIX Inc.**

As an innovative leader in brand promise assurance, 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.

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# A blockchain based data management platform that puts the #trust in sustainable food supplies

written by InvestorNews | January 3, 2023

Sustainable food systems (also known as 'ethical food supply') are those that deliver food security and nutrition for all without compromising economic, social, and environmental issues. This means farmers, processors, retailers, and consumers all play a part to ensure food becomes a sustainable resource. The goal is to ensure sustainable food is produced using methods that protect the environment and the welfare of the people producing them.

The global ethical food market is expected to grow [from \\$542.84 billion in 2020 to \\$727.86 billion in 2025](#), at a CAGR of 6%.

Today's company has developed a blockchain-based platform to monitor and encourage food to be sustainably produced and to bring trust and transparency into the agri-food industry supply chain.

The company is [TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF). TrustBIX has two platforms – One is called BIX which stands for 'Business InfoXchange', and the other platform is called 'ViewTrak'.

## BIX

BIX is designed to create trust without compromising privacy through innovative, blockchain-derived use of technology and data. Essentially it traces food from farm 'Gate to Plate®' to

ensure that the food is sustainably produced.

TrustBIX describes some examples of their business by [stating](#):

“TrustBIX provides information services via the BIX platform to Cargill as part of their ongoing sustainable-sourcing program for their customers like McDonald’s Canada. .... The BIX platform has over 1,500 producers registered and who track cattle as part of Strategic Sourcing through Cargill for McDonald’s Canada and other restaurants. Since 2014, over 6 million animals worth an estimated \$21 billion at retail have been tracked in the system.”

Food retailers and quality producers both benefit as the public is informed that their product is verified to come from operations that meet sustainable standards. Consumers and the environment also benefit by receiving a sustainable food product with a traceable source.

## **ViewTrak**

TrustBIX’s other platform is ViewTrak. It is operated by TrustBIX’s 100% owned subsidiary, ViewTrak Technologies Inc. ViewTrak provides a suite of hardware and software solutions to the livestock industry in Canada, the United States, Mexico, and China. TrustBIX [says](#) that ViewTrak has an 80% and 30% share respectively in the Canadian and US Live Cattle Auction Market software automation space. TrustBIX [states](#): “Through our Pork Probes business, we have customers in Canada, Mexico, and China, including the WH Group, the world’s largest pork processor. Millions of pig carcasses have been quality graded using our probes.”

## **TrustBIX’s business model derives revenue from four sources**

TrustBIX’s vision/business model is [described as](#) “a world where

we trust more, waste less, and reward sustainable behavior, and we deliver on this vision through a business model that combines hardware, professional services, and software solutions, from Gate to Plate ®.”



Source: [TrustBIX company presentation](#)

### **Latest news**

TrustBIX’s latest news involves [enhancements to the BIX Platform](#) for multiple agricultural sectors, ViewTrak Technologies commercialization success with [three new modules for auction software](#), positive feedback from its [test-market exports](#) of traceable authentic Angus beef to Hong Kong, and signing of a [contract to develop traceability protocol](#) with the Biomass Quality Network of Canada.

Added to the above was the recent [approval for trading on the OTCQB in the United States](#), under the ticker “TBIXF”.

**TrustBIX’s blockchain technology is working to create trust and sustainability in the food supply chain**



Source: [TrustBIX company presentation](#)

### **Closing remarks**

TrustBIX’s business of ensuring food sustainability and trustworthy labeling is set to grow strongly in the decade ahead as more consumers demand a more sustainable, ethical, and traceable food supply chain.

In 2020 TrustBIX’s revenue grew to [~C\\$2 million](#) and looks likely to grow with the trend in the years ahead. TrustBIX trades on a

market cap of [C\\$5.4 million](#), so it is still very early days if investors would like to get on board this new trend. Stay tuned.

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# Hubert Lau on TrustBIX 'gate to plate' formula that's winning loyalty from the farmer to the retailer

written by InvestorNews | January 3, 2023

In a recent InvestorIntel interview, Tracy Weslosky spoke with Hubert Lau, CEO of [TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF), about TrustBIX's blockchain based, chain-of-custody, solutions programs, which bring trust and transparency into the agri-food industry supply chain and about the company's [recent listing](#) on the OTCQB Venture Market.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Hubert Lau said that TrustBIX data management products allow for collaboration among agri-food industry players without them being required to disclose competitive, private, or confidential information. He went on to explain how as a trusted third party, TrustBIX allows food processors, retailers, and consumers to individually validate brand promises and claims and to create a win-win situation for its Agri-food supply chain participants from the farmers to the individual retailers.

To watch the full interview, [click here](#).

## About TrustBIX Inc.

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

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

# Products

written by InvestorNews | January 3, 2023

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.

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