

Hubert Lau of TrustBIX talks about their new food supply chain solutions and building revenue

written by InvestorNews | September 16, 2022

In this InvestorIntel interview, host Tracy Weslosky talks to [TrustBIX Inc.](#)'s (TSXV: TBIX | OTCQB: TBIXF) CEO Hubert Lau about how agribusiness giants Cargill and JBS use TrustBIX's technology to help create a sustainable beef supply chain.

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel ([click here to access InvestorChannel.com](#)), Hubert talks about how in addition to Cargill and JBS, TrustBIX has developed long-standing relationships with some of the biggest pork suppliers in China. "If you look at the top 10 pork processors in China, some of them are the largest in the world. They use our pork grading system."

Hubert goes on to discuss how with the release of the BIX Impact module which expands the capabilities of the BIX platform to track sustainable practices, as well as a SaaS traceability solution called BIX Origin that provides verifiable data at every step of the supply chain, now "our focus is to grow that revenue and those opportunities for us."

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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.

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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Hubert Lau talks about

TrustBIX entering a new growth phase with major agreements in place

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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.

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TrustBIX expands with

strategic software acquisition and a new agreement with one of world's largest food companies

written by InvestorNews | September 16, 2022

Environmental, Social, and corporate Governance (ESG) investing is big business these days as many global fund managers are required to use ESG criteria as part of their portfolio selection. According to [NAVEX Global](#): “As of 2020, 88% of publicly traded companies, 79% of the venture and private equity-backed companies, and 67% of privately-owned companies had ESG initiatives in place.”

Today's company fits in very nicely with regard to the data needed for ESG reports, particularly with regard to the food supply chain.

[TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF) offers a blockchain-based platform to trace food supply to achieve more trust, less waste, and reward sustainable behaviour. TrustBIX has two platforms 'BIX' (Business InfoXchange) and 'ViewTrak'. BIX traces food from farm 'Gate to Plate®' to ensure that the food is sustainably produced. ViewTrak provides a suite of hardware and software solutions to the livestock industry.

TrustBIX expands its reach due to the completion of the 'Insight' acquisition

TrustBIX recently [finalized the acquisition](#) of a company called Insight Global Technology Inc. (Insight), which tracks and manages high-value agricultural and other equipment. TrustBIX

CEO, Hubert Lau, [stated](#): “Together with Insight, we will be combining our BIX technology and incentive solutions with Insight’s edge-to-enterprise supply chain solutions. With this expanded suite of offerings, we continue our commitment to expand our Gate-to-Plate® technologies for our customers.”

The purchase of Insight allows for TrustBIX to significantly expand their customer base well beyond the food supply chain. This is because Insight provides solutions to track, protect and identify the movement of high-value moveable equipment used in agriculture as well as other industries. Insight describes their business [as](#) “an edge-to-enterprise supply chain solution that brings asset situational awareness to dealers, rental fleets, and civil construction managers.”

Furthermore, the Insight acquisition has been executed strategically using TrustBIX equity. The [brief details are](#): “The Insight shareholders will receive 10,000,000 Consideration Shares (subject to certain resale restrictions) on closing, and an additional amount of up to 20,000,000 Consideration Shares (subject to applicable escrow and resale restrictions) may be issued by the Company based on the satisfaction of certain financial metrics over the twelve months after the closing of the transaction.”

TrustBIX signs agreement with JBS Food Canada ULC

As [announced](#) on May 3, 2022, TrustBIX has also signed a master services agreement with JBS Food Canada ULC (“JBS Canada”). This is a big deal and may potentially open the door to a larger JBS deal in the future. JBS is one of the world’s largest food companies, which prepares, packages and delivers fresh, further-processed and value-added premium protein products for sale to customers in approximately 100 countries on 6 continents.

The news release [states](#): “The companies will work as trusted

partners to grow sustainable beef production in Canada. These services support the evolution of the JBS Angus beef brand with full chain of custody data tracking and analysis by the Company's proprietary platform, BIX."

David Colwell, President of JBS Canada, [comments](#): "Food integrity is at the core of the JBS Canada Advantage, therefore working with the TrustBIX team will enhance the JBS journey to provide unmatched quality and service, along with accountability and transparency. JBS looks forward to developing a sustainable Angus beef program for our retail customers. We believe in this partnership with TrustBIX and their commitment to our sustainable beef program."

TrustBIX sells software to help trace food and agricultural supply chains but has other uses also (energy monitoring, rewarding sustainable behaviour, tracing high value moveable equipment)



Source: [TrustBIX website](#)

Closing remarks

ESG investing is supported by data produced by companies using the best available software. TrustBIX continues to grow their offering of software products designed to support the industry to be able to produce the data needed for full chain of custody data tracking and analysis. The product producer and seller also benefit by having visibility over their supply chain. And finally the consumer benefits also by knowing the products they buy are coming from known sources.

TrustBIX's recent news including the completion of the Insight acquisition and signing the JBS Canada agreement both speaks

volumes for the direction in which TrustBIX is heading.

TrustBIX trades on a market cap of [C\\$10 million](#).

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

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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.

TrustBIX Data Management Platform offers Verification of Sustainability

written by InvestorNews | September 16, 2022

In September 2021, the UN Food Systems Summit was held to highlight one of the building blocks needed to reach the UN's Sustainable Development Goals (SDGs) by 2030. The main idea of this Food Systems' Summit was that we all must work together to bring about positive changes to the management of global food systems. Presently the UN has defined [17 SDGs](#), although right now it appears that the world is somewhat fixated on the "Climate Action" SDG that, however, is really only one aspect of sustainability. Others such as eliminating hunger and building sustainable communities rely on healthy and sustainable food systems. When it comes to the definition of a sustainable food system, added are the concepts of economic profitability, benefits for society, positive impacts on the environment and animal welfare. In other words, sustainable food systems must

deliver food security and nutrition for all without compromising economic, social and environmental bases.

Why should we care about defining food systems as sustainable? Because all of the SDGs the world is working towards call for deep transformation in agriculture and food systems to make them more resilient, sustainable, and productive. Action must be taken on all levels, from local to global. Good food begins with farmers who grow produce in a way that doesn't harm the planet, continues with governments and businesses that work together to provide affordable and accessible food, and finishes with consumers who make conscious choices about what, where, and when they buy.

Arguably food is a human right, not a privilege. Today we are going to look at a company that believes in creating a world where we trust more, waste less, and reward sustainable behavior in the food chain. [TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF) is an innovative data management system that provides chain-of-custody solutions, which allows food processors, retailers, and consumers to have confidence that the claims made around important food attributes are true. This is delivered through a business model that combines hardware, professional services and software solutions. The proprietary BIX (Business InfoXchange System) platform, is designed to create [trust and transparency](#) without compromising privacy through innovative, blockchain-derived use of technology and data. TrustBIX delivers independent validation of food provenance and of sustainable production practices within the supply chain. Gate to Plate®, the TrustBIX system is called.

With all that said, let's take a closer look at the sustainability verification business today. While TrustBix management's efforts and the Company's focus is primarily on the development of BIX products and markets, current revenue is

generated largely from ViewTrak's products. ViewTrak has developed solutions for many agricultural technology process verification challenges, with an emphasis on feedlots, auctions and meat processors, and its proprietary technology now includes:

- Auction Master Pro and Market Master – livestock auction market software solutions to help build and operate auction activities,
- Feedlot Solutions – livestock feedlot management software,
- Electronic Pork Grader – pork probe technology to help producers price pork carcasses by evaluating carcasses for fat thickness, lean meat thickness, meat percentage and carcass class.

ViewTrak's pork probe technology is now used by the largest pork processor in China and by major pork processors in Canada and Mexico to grade and price pork carcasses.

But the future of the Company belongs to the strategic expansion of the BIX solution, customers for which already include Cargill, which uses BIX as part of its ongoing sustainable-sourcing program for its customers such as McDonald's Canada. Along with enhancing and expanding the capabilities and functionality of TrustBIX's technology and BIX platform to ensure that the Company continues to be innovative and drives value within agri-food supply chains, TrustBIX's stated objective is to expand revenue streams, including ESG and cleantech initiatives. Just last week the Company announced it had signed a contract to [develop a Traceability Protocol](#) for the Biomass Quality Network of Canada ("BQNC"). BQNC is facilitating the commercialization of agricultural biomass for industrial applications through the development and adoption of quality standards and methods. This falls in line with a previously announced contract with All West Demolition Ltd. to [track](#)

[biomass and waste streams](#) to divert material from landfills and to create new products for agricultural and industrial markets. Other ESG initiatives include signing up the Sunterra Group as its first client for the [BuildSense® suite](#) of energy management solutions. The BuildSense suite of solutions is offered in three discrete solutions as Build Aware, Build Sight, and Build Sense, and gives customers progressively deeper insight into energy consumption and sustainability management in their business operations.

Talk about ticking a lot of boxes for an ESG investor. With only 38.4 million shares outstanding, TrustBIX has a market cap of \$6.1 million based on its most recent closing price of \$0.16 making this a relatively inexpensive option for some quality ESG exposure in your portfolio. Albeit with a burn rate of roughly \$500k per quarter and only \$900k in cash at the end of Jun/21 TrustBix could be getting close to needing to raise capital, depending on how things have progressed over the last 3 months. The good news is that the company is generating revenue and has made a concerted effort to limit expenses, so perhaps the burn rate may subside and the need for capital will be pushed out past year end. In the meantime, [who do you trust](#) and who do you value to verify that? I like to choose TrustBIX.