

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

written by InvestorNews | May 9, 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](#).

---

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

written by InvestorNews | May 9, 2022

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.

---

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

written by InvestorNews | May 9, 2022

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

written by InvestorNews | May 9, 2022

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](#)

**Disclaimer:** TrustBIX Inc. is an advertorial member of InvestorIntel Corp.

This interview, which was produced by InvestorIntel Corp. (IIC) does not contain, nor does it purport to contain, a summary of all the material information concerning the “Company” being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain “forward-looking statements” within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does

not know about now or that it currently deems immaterial, may also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. Prospective investors are urged to review the Company's profile on [Sedar.com](https://www.sedar.com) and to carry out independent investigations in order to determine their interest in investing in the Company.

If you have any questions surrounding the content of this interview, please email [info@investorintel.com](mailto:info@investorintel.com).