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

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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.

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 needs and demands. The proprietary data management 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 of sustainable production practices throughout the supply chain – Gate to Plate®.

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.

To learn more about TrustBIX Inc., click here

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If you have any questions surrounding the content of this interview, please email info@investorintel.com.