

https://www.youtube.com/watch?v=c9BQFLvUalU

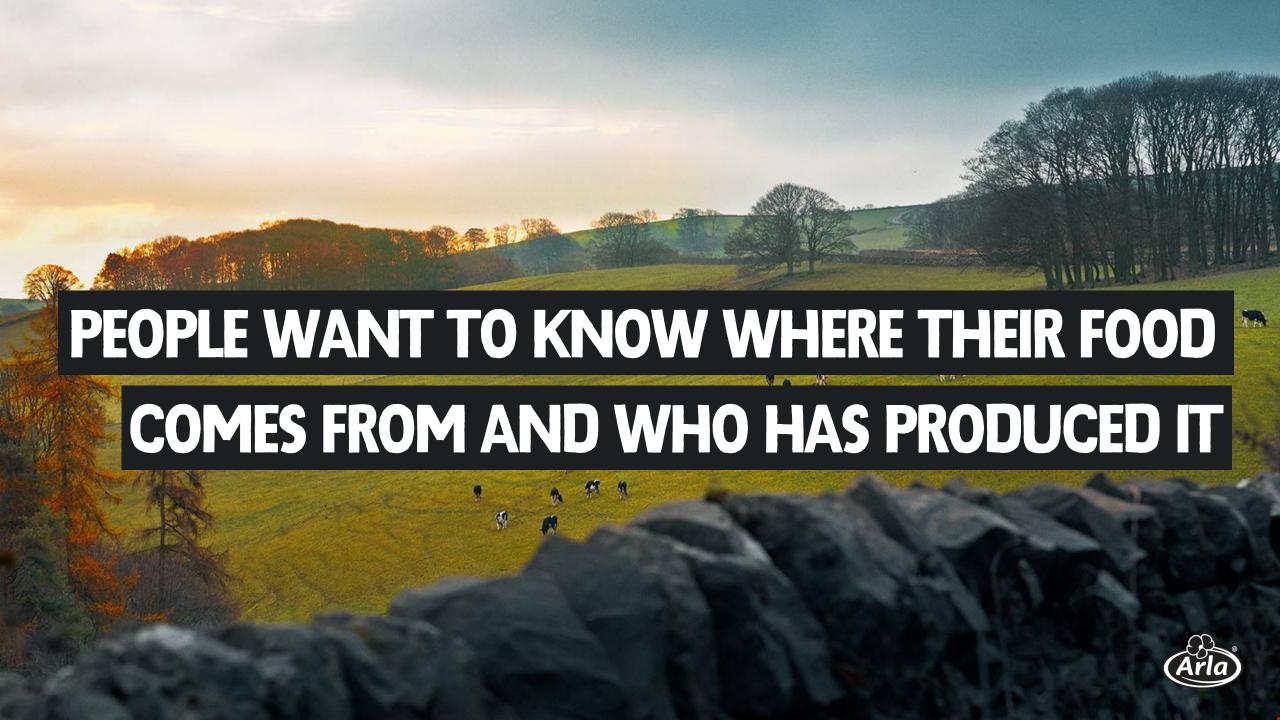
"Blockchain is at the stage where internet was in 1994"

"10% of global GDP will be on blockchains by 2027"

"Economic value of blockchain is 10 times more than that of the internet"

BLAH BLOCKCHAIN BLAH BLAH

We don't invest in technology. We're always investing in a business problem.







HARLATEOT



66 THE MOST TRANSPARENT VALUE CHAIN IN DAIRY 33

- Arla Milkchain Vision

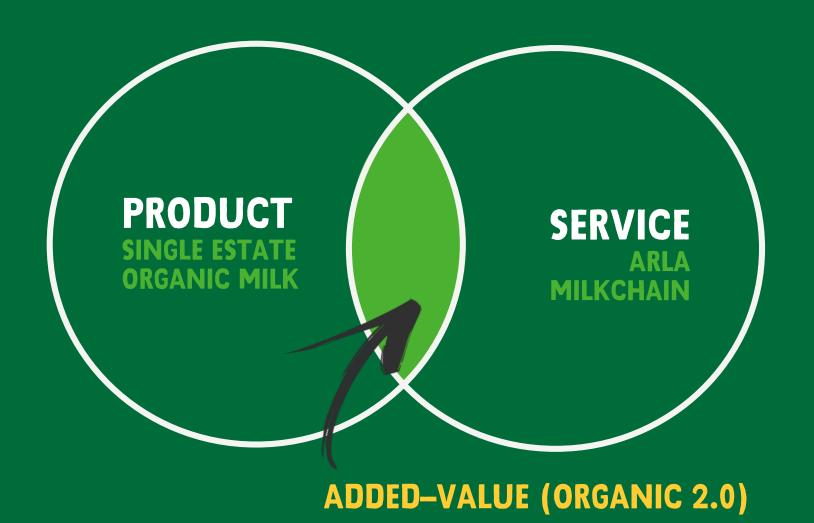


THE OLD WORLD





THE BRAVE NEW WORLD



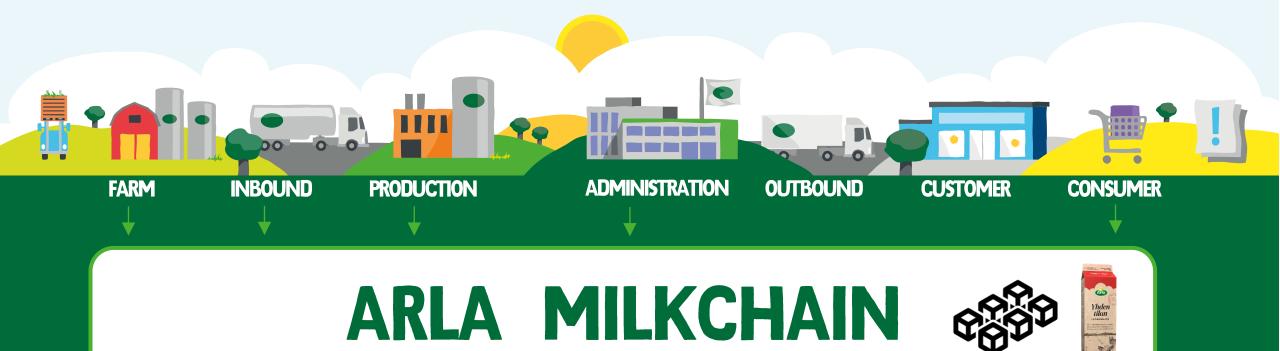


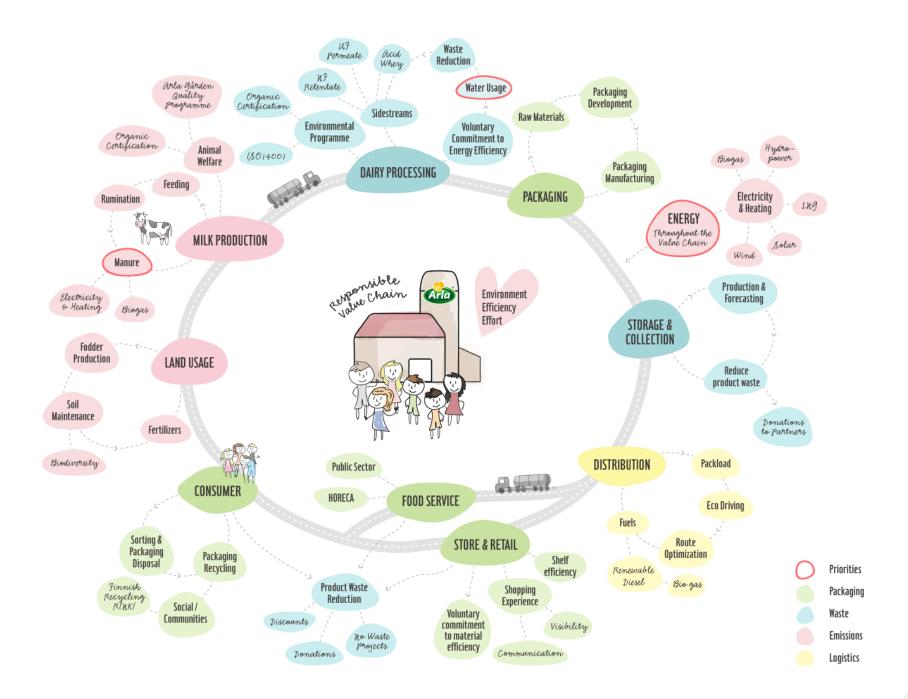
WE WANTED TO SHOWCASE THE FUTURE OF DAIRY ...AND THE NEW NORMAL

- PROJECT AMBITION



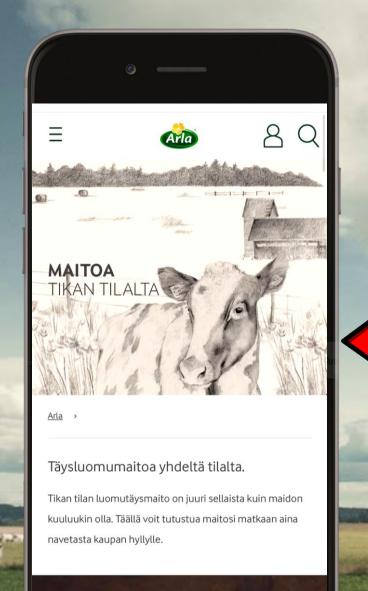










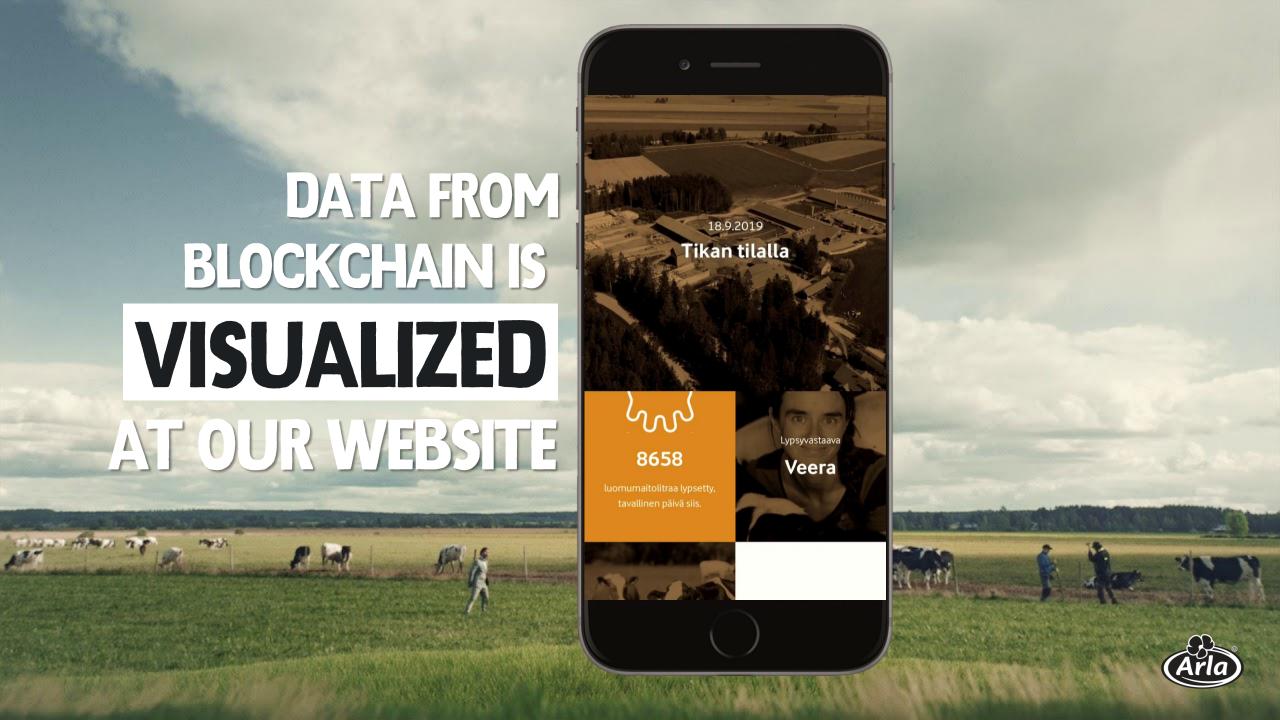




BASED ON THE PACKAGING DATE

OF THE PRODUCT



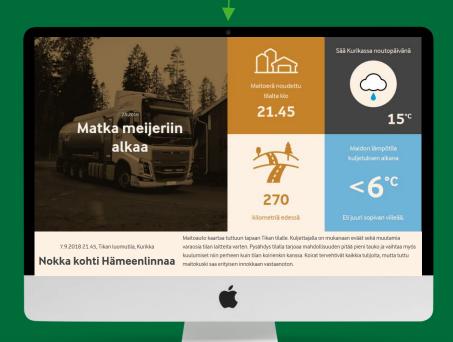






- milking date
- milk intake
- milking person
- # of cows milked
- # of veals born
- + dynamic story based on data





- milk batch collected (time & date)
- weather at the farm
- kilometres to the dairy
- temperature of the milk
- + dynamic story based on data





- milk batch emptied (time & date)
- person in charge
- milk in-take
- time of arrival
- + dynamic story based on data

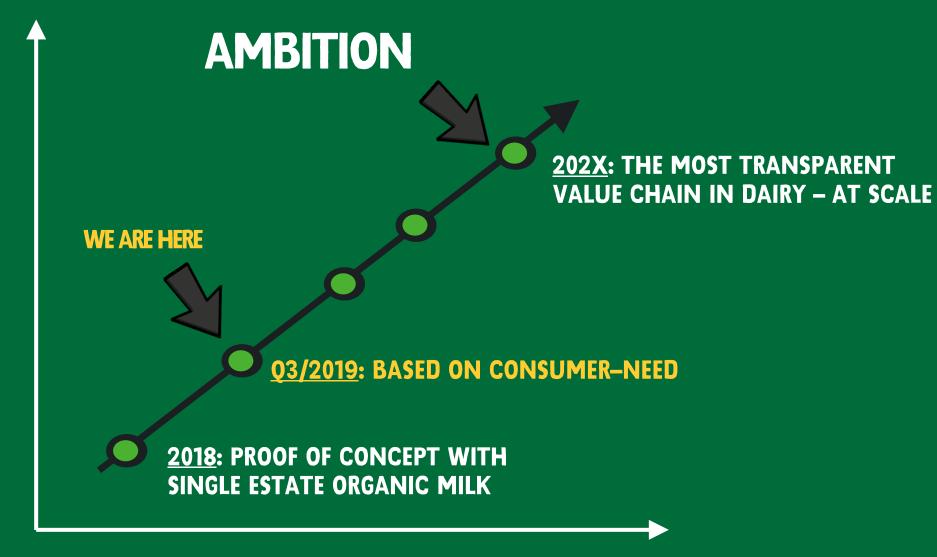




FROMFINLAND WITH LOVE

POC IN FINLAND,
REAL IMPACT WHERE
IT MATTERS MORE



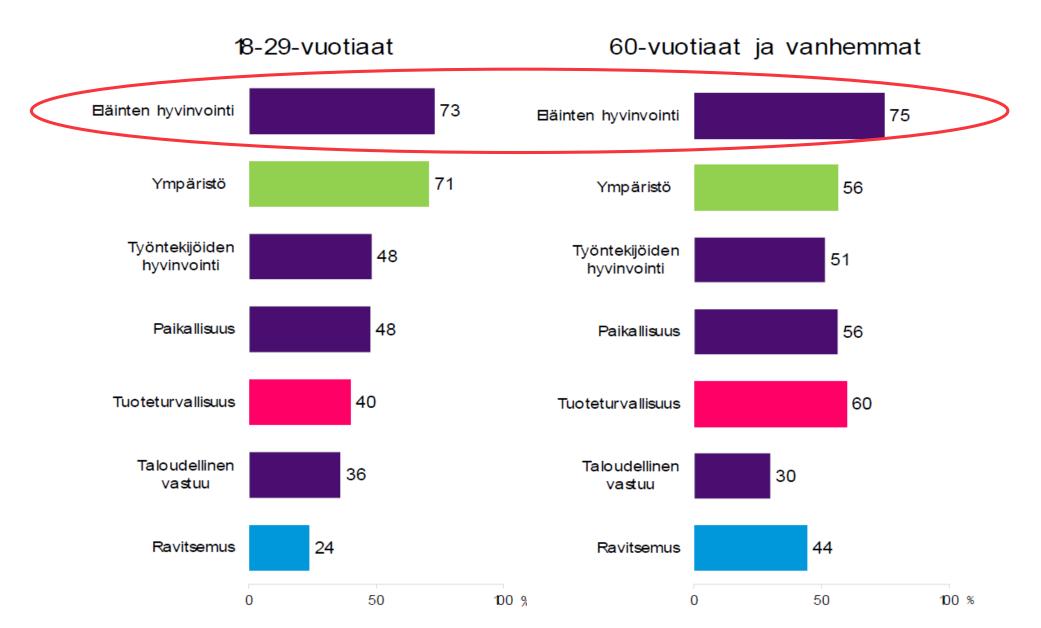




THIS FALL...
MILKCHAIN 2.0



Mitä vastuullisuus elintarvikkeissa merkitsee



Elintarvikepäivä 2019: "Onko vastuullisuus kuluttajalle pala kakkua vai koko kakku?" Juuli Seppälä

ANIMAL WELFARE MACHINE HUMAN



STAY TUNED!





1. SET A LONG-TERM VISION THAT RESONATES WITH YOUR BRAND AND THE MARKET (WHY)



- 1. SET A LONG-TERM VISION THAT RESONATES WITH YOUR BRAND AND THE MARKET (WHY)
- 2. USE TECHNOLOGY TO GET THERE (HOW)



- SET A LONG-TERM VISION THAT RESONATES
 WITH YOUR BRAND AND THE MARKET (WHY)
 USE TECHNOLOGY TO GET THERE (HOW)
- 3. START SMALL, GET PEOPLE EXCITED, LEARN & SCALE UP (WHAT)



