



BEEFLEDGER

The First
B L O C K C H A I N
S O L U T I O N

FOR THE AUSTRALIAN
BEEF SUPPLY CHAIN



CHAIRMAN'S PROFILE

Warwick Powell (鲍韶山) was born in Hong Kong and migrated to Australia with his parents many years ago. He is married to Sophia Xu, a native of Wuhu City in Anhui Province. Warwick is a father of 4 daughters.

Warwick began his career in academia, teaching Chinese history and European cultural history at Griffith University. He graduated with First Class Honours and is the recipient of the prestigious University Medal for Academic Excellence. Warwick was also awarded a Department of Foreign Affairs and Trade scholarship to undertake postgraduate studies at People's University, Beijing. He deferred his studies to begin work for Kevin Rudd in the Queensland Government.

In Government, Warwick was Mr Rudd's personal private secretary and researcher before taking on the role of Advisor to the Minister for Mines and Energy. He moved from Government to private industry in 1996 and founded an economics and statistics research company. Having grown the business to 70 full-time equivalent employees in 3 years, he sold the business and began a career in pan-Asia investment banking.

He is the chairman and founder of Sister City Partners Limited, a not-for-profit investment bank focusing on developing links between regional Australia and the markets of Asia. Through this work, Warwick has experience in diverse industries including cattle and sheep production and processing, information and communication technology, infrastructure, energy, natural resources, travel and tourism and property development.

He is a director of a number of funds management companies responsible for funds established under an ASIC-approved Australian Financial Services License. He is a member of the Central Highlands Accelerate Agribusiness Advisory Board and was the founding Treasurer of Innovation NQ Inc., a not-for-profit innovation incubator in North Queensland.

He continues to teach professional courses in areas such as innovation, creativity, regional economic development and blockchain technology with James Cook University and Edith Cowan University.



EDUCATION

Bachelor of Arts (First Class Honours),
Griffith University

Doctor of Philosophy Candidate,
Griffith University (deferred)

Adjunct Research Fellow,
James Cook University

CONTACT INFORMATION

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OUR MISSION

BeefLedger is driven by a belief that consumers and all supply chain participants can benefit from greater transparency and streamlined transactions in the beef supply chain. Food safety and fraud concerns are massive issues, especially in places like China. Australia is a premium producer of safe, high quality food products - including in beef - which is increasingly sought out by Chinese consumers. BeefLedger is implementing and commercialising an integrated blockchain-enabled beef provenance platform and smart contracting payments regime that streamlines payments and strengthens consumer confidence in product credentialing.

OUR EXPERIENCE & CAPACITY

Our mission is driven out of the experiences of our team, which has extensive (decades' long) involvement in beef production and distribution, land management, product packaging innovation, financial services and cross-border trade - particularly with China. The team straddles extensive industry experience and expertise, combined with a strong research and development core backed by our academic institutional partnerships and allied industry partners.

BeefLedger is a founding industry partner of the Food Agility Cooperative Research Centre (FA CRC - <https://www.foodagility.com>). The FA CRC is an Australian Commonwealth Government funded initiative. It operates an AU\$150m research and innovation hub to harness the power of digital technologies to help the Australian agrifood industry to be more internationally competitive and sustainable.

Beefledger is also a founding industry partner of the Future Food Systems Cooperative Research Centre (FFS CRC - <https://www.futurefoodsystems.com.au>). The FFS CRC is an Australian Commonwealth Government funded initiative. Working initially with government and industry stakeholders in six food-hub regions around Australia, the CRC will analyse local challenges and design integrated solutions that are grounded in collaborative business cultures: farms, greenhouse complexes, food factories, freight forwarders and services providers, linked by smart logistics in well-planned mosaic landscapes.





WHAT IS BEEFLEDGER?

BEEFLEDGER IS AN INTEGRATED PROVENANCE, BLOCKCHAIN SECURITY AND PAYMENTS PLATFORM.

It is a general purpose technology platform project, utilising blockchain technologies, that harnesses a diverse range of product provenance information as a basis of improved payments and confidence amongst supply chain participants.

It is a platform by which consumers can validate the credentials of the product they are purchasing,

and drive efficiencies in the supply chain by reducing information asymmetries between transacting parties. BeefLedger combines the blockchain's attribute of being a robust validator of historic states (as a record of past events) and the power of crypto-economics to drive incentivised systems shaping behavioural optimisation in supply chains.

WHY THE BEEF SUPPLY CHAIN?

THE BEEF SUPPLY CHAIN IN AUSTRALIA IS ONE OF THE MOST COMPLEX FOOD PRODUCTION AND DISTRIBUTION SYSTEMS AROUND INVOLVING LIVE ANIMALS, DYNAMIC ENVIRONMENTS AND CLIMATIC CONDITIONS, STRICT REGULATORY REGIMES, TRANSPORTATION AND PROCESSES OF DISASSEMBLY AND REASSEMBLY.

Numerous families, businesses and communities depend on the viability and sustainability of the beef supply chain.

There are over 45,000 beef cattle producers across the country, with a national herd of around 27 million head of cattle. The industry employs around 200,000 people. The industry exports around 70% of annual production and is the third largest exporter of beef in the world.

The off farm value of the beef industry in 2016-17 was AU\$16.85 billion. The value of exports in 2016-17 was AU\$7.1 billion. As demand for beef in growing markets like China grows, the risks of meat fraud and safety increases. A robust

credentialing platform is needed to ensure the reputation and value of the Australian beef industry is protected.

BeefLedger can monetise data value, and ensure this value is captured by those responsible for its production. This includes provenance data right through to consumer data. Whereas Australians consume on average 26kg per person of beef per year, Chinese consumption is at considerably lower levels (6kg). However, Chinese beef consumption is growing rapidly.

Learnings from a complex supply chain such as beef can then be readily translated to other similar supply chains.

BENEFITS

BeefLedger aims to deliver the following six core outcomes:

01 CONFIDENCE.

Confidence in beef provenance

02 BRAND VALUE.

Increased brand value and supply chain profitability

03 SECURITY.

Streamlined payments and secure cash flow stability (with flow-on social benefits in rural areas through reduced stress, which serves to contribute to mitigating high suicide rates)

04 RISK MITIGATION.

Mitigation of meat fraud risk and increased bio-security transparency. This involves working closely with our packaging innovation partners and developing robust crypto-economic systems to incentivise desired future behaviours

05 IMPROVEMENT.

Feedback to producers to drive continuous improvement

06 TRANSPARENCY.

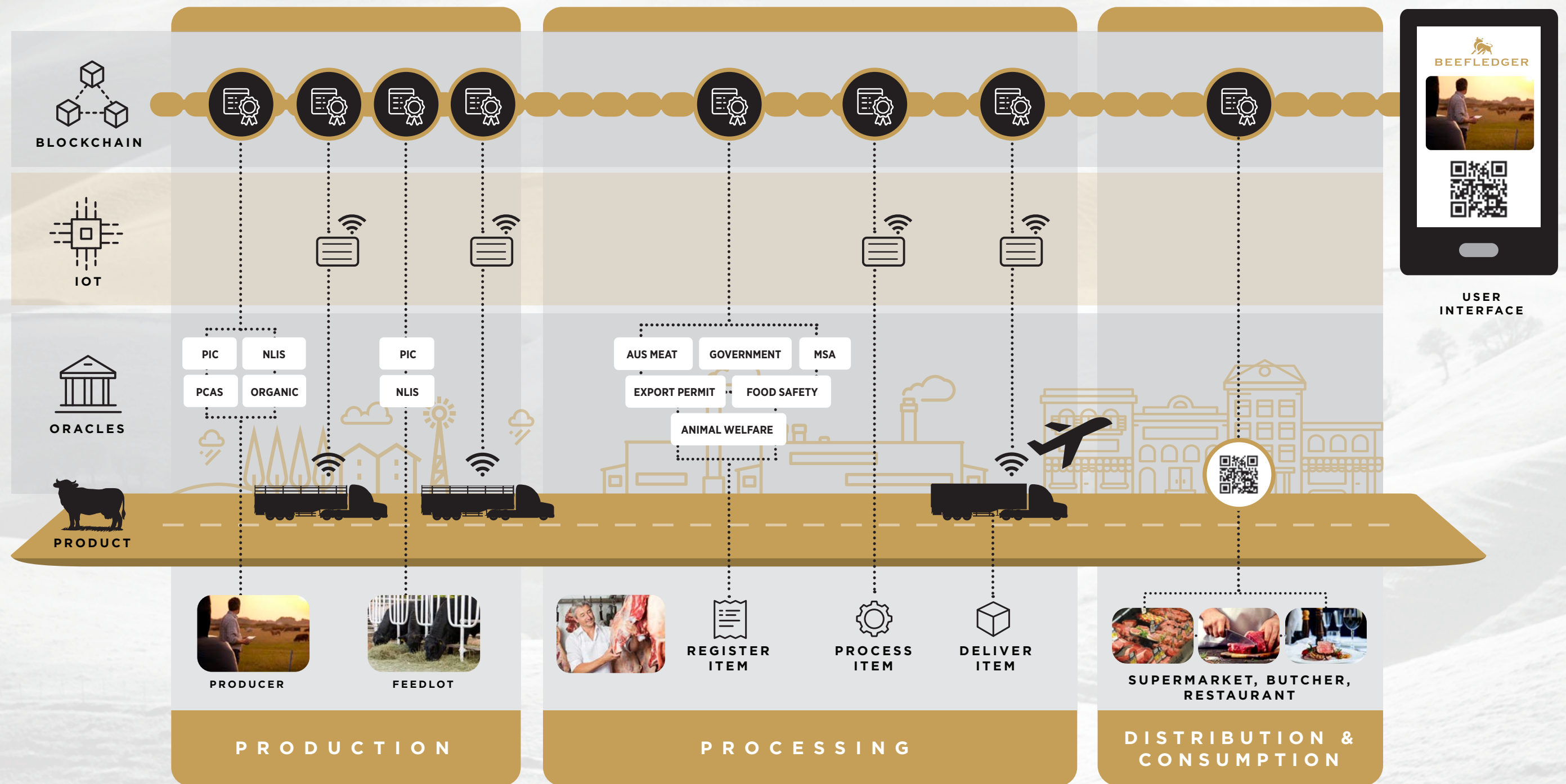
Transparency on impact credentials in areas such as ecological, social and economic impacts



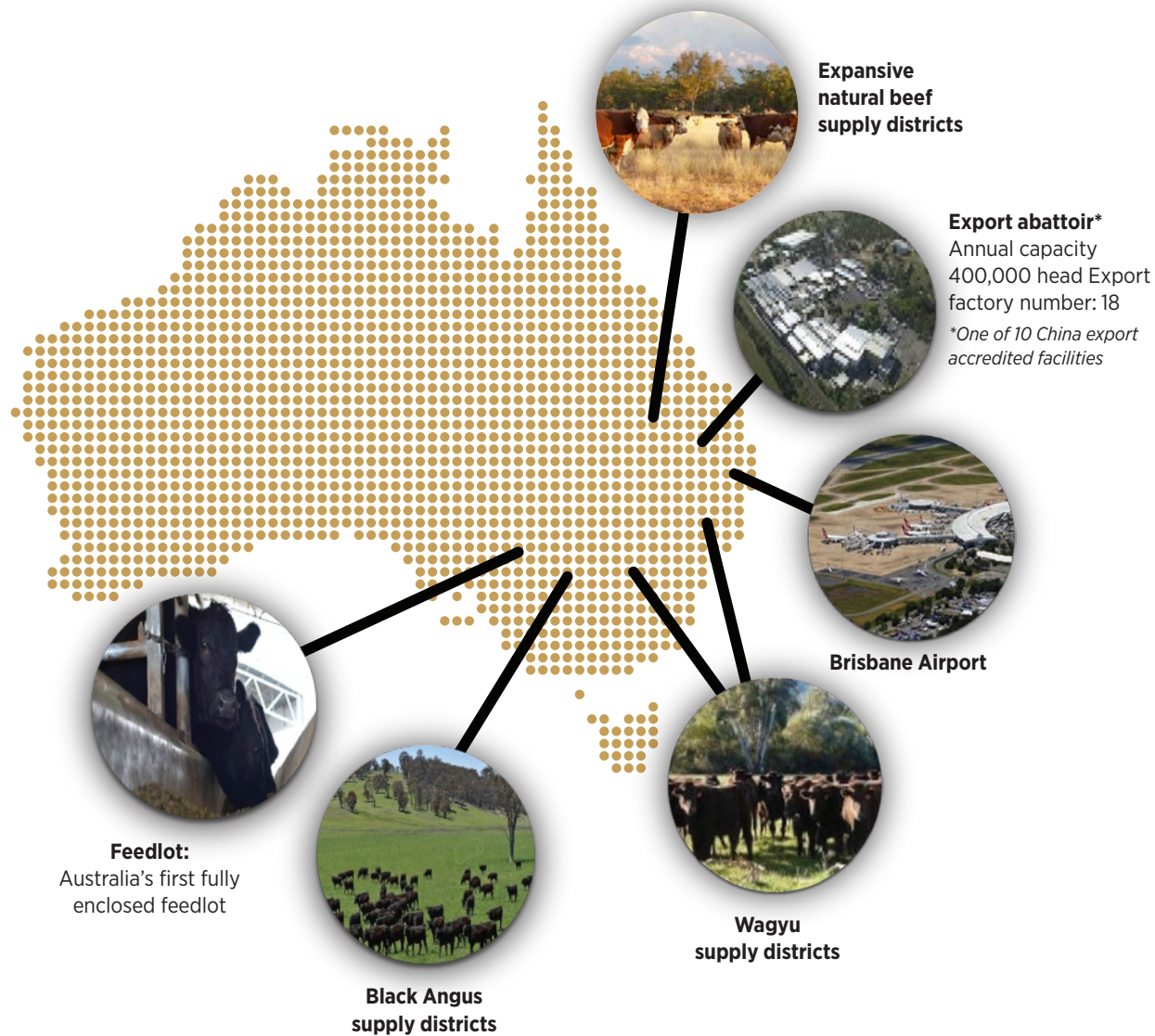


BEEFLEDGER

P R O V E N A N C E F L O W



OUR SUPPLY CHAIN NETWORK



WHO BENEFITS

IN DELIVERING THESE OUTCOMES, THE BEEFLEDGER PLATFORM DEMONSTRATES THE PRACTICAL “WIN-WIN” OUTCOMES FOR KEY INDUSTRY STAKEHOLDERS.

Consumers get better, proven products and access to validated product provenance data.

Producers are able to capture provenance value as a result of transparency in the supply chain and the power of smart contracts to ensure provenance investments are rewarded.

Processors and other supply chain participants can access a fair and stable supply chain with rewards built in for the pursuit of excellence. Excellence is credentialed through data, which is monetised.

Regulators are provided with a transparent compliance and audit system to ensure adherence to community and regulatory expectations and requirements in areas such as food safety and bio-security management.

Data collectors and providers have an opportunity to access a transparent and accountable opportunity to valorise data services.

Indirectly, through enhanced transparency and the ability to monetise data-based validation of sustainable industry practices, there are a range of social, economic and ecological benefits that can be achieved.

BEEF TOKENS

PARTICIPATING IN THE PLATFORM & NETWORK

Anyone in the community can participate in the network by purchasing BEEF Tokens. BEEF Tokens are pre-mined utility tokens, which act as a means of payment for data value across the supply chain as well as for the supply of cattle and meat to consumers.

A foundational release of BEEF Tokens were distributed by private pre-sales. The pre-sale program has seen 30% of Tokens committed. Tokens have been secured by a variety of consumers in different countries (retail end-users as well as wholesale import partners), domestic supply chain participants and project partners.



The company will retain 30% of Tokens as a “liquidity reserve” to support future liquidity needs of the ecosystem. The remaining 40% of tokens will be released progressively to the market place based on demand.

Our token release framework is being developed in the context of our collaborative research being undertaken under the auspice of the Food Agility CRC.

There is no public crowd sale or ICO to speak of. Tokens will be exchangeable on public platforms, ensuring a vibrant liquidity pool is available to support the activities of the participating supply chains.



BEEFLEDGER SECURES SHARES IN EXPORT-ACCREDITED ABATTOIR

BeefLedger taken a significant step forward to securing shares in an export-accredited abattoir. The abattoir is one of only 10 facilities in Australia with accreditation to export chilled beef to China.



BeefLedger was invited to join an abattoir company after BeefLedger founder Warwick Powell and Director Charles Morris visited the facility recently to meet with its CEO and key marketing and management personnel.

Located in NSW, the facility provides BeefLedger with the ability to process and package its own range of credentialed premium Australian beef.

The abattoir has capacity to process up to 9,000 animals per week across 2 processing floors. The facility has four boning chains that support a diverse range of customers to develop retail and food service offerings.

The state-of-the-art-cold store and blast chill tunnel, utilising an advanced carton storage retrieval system, ensures seamless management and distribution of product throughout the world.

The company's commitment to animal welfare is second to none, and includes shaded yards and on demand access to fresh water.

Employees are trained in best practice animal welfare procedures and we are certified under the Australian Livestock Processing Industry Animal Welfare Certification System (AAWCS).

The facility's food safety systems are overseen by the Australian Department of Agriculture and Water Resources. This is a world leading system, recognised globally as one of the safest food producing quality systems in the world. The food safety system is built on Hazard Analysis Critical Control Point (HACCP), providing excellence in hygiene and processing products.

Certified and regularly audited accreditations include Ausmeat, Halal, Organic, Bio-dynamic, Breed Specific (including Angus, Wagyu), Burger Restaurant Chains and major domestic retailers.

The abattoir business also has a China office, located in Shanghai.

OUR PRODUCTS

BeefLedger offers an accredited range of high quality and premium Australian beef products.

The meat can be supplied as whole cuts for further processing, or are portioned and packaged in our highly secure packaging integrated with our Internet of Things and blockchain network. We offer credentialed Australian beef in the following ranges:

- SUPER PREMIUM
(INCLUDING M9+ WAGYU; F1 WAGYU; BAZADAISE)
- PREMIUM WAGYU (M6-7)
- PREMIUM AWARD WINNING
BLACK ANGUS
- PREMIUM BLACK ANGUS
- ALL NATURAL AUSTRALIAN BEEF



This range is continually being improved through our technology and blockchain R&D activities, to further enhance credentialing, security, value and peace of mind. Our exclusive supplier of packaging innovation is Orora, a company listed on the Australian Securities Exchange (ASX).

We also offer credentialing services for other beef producers and suppliers. Please contact us for details of services available.



OUR INVESTORS & COLLABORATORS

We thank our various collaborators, some of whom are listed below.

RESEARCH &
DEVELOPMENT



FINANCE &
INSURANCE



SOFTWARE



BEEF
SUPPLY
CHAIN



UNIVERSITIES



INTERNET OF
THINGS &
PACKAGING



GOVERNMENT
AUTHORITIES



DESIGN &
COMMUNICATION



REGIONAL
AUTHORITIES



SCIENTIFIC
LABS



DISTRIBUTION




BEEFLEDGER
**BUILD &
PROTECT**
Your Unique Brand

FUTURE PROOF YOUR BUSINESS
WITH EASY TO USE TECHNOLOGY

WWW.BEEFLEDGER.IO



Access the booming
China retail market directly
through our online platform



Create confidence
in your product's
authenticity & safety



Track your assets
on an immutable
blockchain ledger

It's a FACT, Blockchain technology doesn't have to be just for the geeks! You can add value to your business and products by trying our easy to use system. We will support you every step of the way.



GOT QUESTIONS?
Contact Charles: 0424 606 500
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