TRUST, TRANSPARENCY and TRACEABILITY

By Sabah Corm
Date: August 27, 2019

Context Based Technologies to Enhance the Efficiency and Resilience of Agri-food Systems in Lebanon
What is RiginO?

RiginO is an end-to-end traceability platform allowing food producers and manufacturers to:

- Expand market access
- Generate business growth
- Improve brand perception

While Complying to Regulations
Introducing an Agricultural Innovation System

Services & Benefits

- **Manage Suppliers**
- **Track Product Issues**
- **Generate Live Reports**
- **Faster Recall & Withdrawal**

**Simplicity**
- Straightforward
- Onboarding
- Ease of use

**Localized Solution**
- Local Language
- Local Regulations
- Local Culture

**Trusted Information**
- Blockchain
- International Standards for data quality, product ID, traceability & recall (GS1)
Who are We?

Sabah Corm
CEO
Co-Founder
Business Development, Sales and Marketing Expert
Executive MBA

Lara El Khoury
CTO
Co-Founder
Technical and Project Management Expert
Executive MBA

Atef Idriss
CEO-MEFOSA
Lebanese Association of Food Safety and Technologies

John G. Keogh
President & Principal Adviser
Supply Chain Integrity, Traceability, Recall, Transparency and Trust

Joseph Germanos
Director
GS1 Lebanon
We listened to the consumers...

80%
Worry about food poisoning and hormones in their food

90%
Care to know more about the origin of their food

Consumer Survey in ME, 65 consumers - Rigino-May 2018
In LEBANON

Manufacturers have **issues** in:

- Exporting Goods
- Reporting the Origin of their products
- High Recall Cost
- Protecting their Brand Image

Survey conducted among 15 manufacturers –RiginO, May 2018
The Opportunity

An emerging demand for **TRACEABILITY**

Consumers

- demand DETAILED INFORMATION

Manufacturers

- need to ENTER GLOBAL MARKETS

Governments

- require STANDARDS & REGULATIONS
Where is the Problem?

Transparency and Trust
Sources of **Transparency** in the Supply Chain:
1. Measures and behavior
2. Clear and appropriate information to the users: Consumers, businesses and policy makers

Sources of **Trust** in the Food:
1. Product
2. Company
3. Geographical areas
4. Supply chain
Challenges

- Absence of Education
- Level of Education
- Absence of Infrastructure
- Financial Support
- Lack of Awareness

Digitization and Modernization
Government Programs & Strategies

- Agricultural initiatives
- Innovation development
- Digital and technological leap
- Family farms development

What is needed?

To support modernization and digitization

Create and Activate The FSLC
(The Food Safety Lebanese Commission)

An Effective Transparent Information System

To achieve economic development goals
The Food safety modernization principles

1. Protection of consumers ✓
2. Trade facilitation ✓
3. Holistic food chain approach ✓
4. Transparency ✓
5. Preventive measures ✓
6. Risk-based decision making ✓
7. Shared responsibility ✓
8. Equivalence ✓
9. Consistency and impartiality ✓
10. Continuous improvement ✓
Your future gateway to TRANSPARENCY from farm to fork

www.rigino.com
sabah@rigino.com
## Country Risk Classification, amfori-BSCI Report (EU)

### High-risk countries

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Export from Lebanon to the US – FDA, 2019

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https://www.accessdata.fda.gov/cms_ia/importalert_263.html
Kenya’s case

A National Traceability System for horticulture in Kenya

A cloud-based system unique to Kenya to make any shipment that does not comply with market standards on arrival in the export market to be traced back to source, and remedial action taken immediately.

The System is aimed at:

1. introducing increased transparency and visibility of horticulture supply chain activities through electronic registration of export horticulture growers and critical supply chain processes from farm to distribution

2. Enabling the stakeholders to rapidly record, retrieve, share information on the farm origin of products in order to easily traceback, track non compliance to GAP and isolate food safety incidents like MRL Exceedance
An Effective Transparent Information System

in response to recent challenges faced by the industry in complying with EU and international food safety requirements, a centralized traceability system will allow the monitoring and control of agri-food quality and transparency:

How?

• Activate the work of FSLC
• Review all assessments (MOA, LIVCD) etc...
• Build on available standards and compliances
• Establish a Lebanese PPP (Private Public Partnership) solution for traceability
• Implement a large pilot project
• Assess
• Implement and .....Control
Create and Active The FSLC
(The Food Safety Lebanese Commission)