



Grands Moulins de Paris

Groupe VIVESCIA

Press Information – March 2021

GRANDS MOULINS DE PARIS INCLUDES BLOCKCHAIN ON ITS PACKS OF ORGANIC FRANCINE FLOUR: VISIBILITY AND TRANSPARENCY, FROM FIELD TO FORK!

In January 2021, Grands Moulins de Paris, a company of VIVESCIA cooperative group, unveiled its new brand platform, illustrated by a new visual identity and tagline: “*un grain d’audace, un choix d’avenir*” (a grain of audacity, a choice for the future). This was an opportunity for the company to reaffirm its fundamentals and go beyond delicious products to embody three of its key commitments: transparency, truth, and meaning. This ambition is demonstrated in particular through the use of blockchain technology, which is now available on Francine’s organic flour.



Francine BIO 1kg



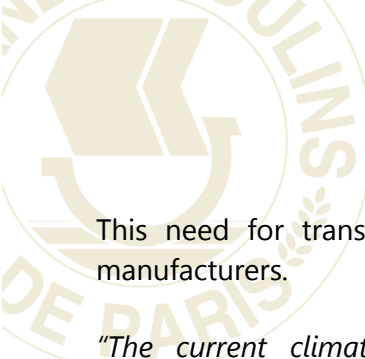
Francine BIO 500g

The changing expectations of food industry stakeholders

Consumers have always had high expectations when it comes to food, but their priorities are now changing in line with changes to the society that we live in. Nowadays, trust and traceability are central to these expectations and many people (91%¹) are demanding more transparency on food products.

“These expectations are all the more pronounced during the unprecedented circumstances of an anxiety-inducing pandemic, when consumers need clear and accessible markers of truth,” highlights Pierre Garcia, Managing Director of Grands Moulins de Paris.

¹ Source: Kantar Food 360° – 2020



This need for transparency is also promoted by food manufacturers.

"The current climate of suspicion sometimes impacts industry stakeholders, despite their unrelenting efforts and work, which is not always valued at its true worth. Promoting and highlighting the commitment and know-how of farmers – and more generally, all the links in the food chain – by enabling consumers to travel back up the food chain, from fork to field, is becoming beneficial for everyone," Pierre Garcia continues.

Blockchain technology working for the "À TABLE" programme

"À TABLE", which is the French call for "dinner time!", is also the name of Grands Moulins de Paris's CSR policy, launched for its centenary year in 2019. Resolutely future-oriented, this policy is based on three strong commitments to meet the aspirations of French consumers and shift GMP's business towards "AlimenTAion Responsable" (sustainable food):

- A balanced diet
- Improved quality-of-life
- Contributing to a healthier future

The use of blockchain technology is fully in line with this approach.

Traceability and promoting know-how: Francine is adopting blockchain technology for its organic flour

In partnership with Connecting Food, a French company ranked number-one in the "food safety and traceability" category², Grands Moulins de Paris has decided to use blockchain technology for its Francine organic flour. A QR code provides consumers with full product traceability.

The principle is simple: the consumer scans the QR code on the front of every pack, which opens a web app where they can enter the batch number to reveal the product's full traceability, from the origin of the wheat, to where the flour was packed.

The digital platform, which uses blockchain technology, provides third-party transparency. It guarantees the reliability of data across the entire value chain and provides proof of the claims that the brand makes on its packaging.

"Blockchain technology guarantees the verifiability and inalterability of data. It means that our organic flour can be traced batch by batch, detailing the journey from grain to finish product. It also enables us to promote our claim of 100% French organic wheat and to highlight the commitment of our partner-growers through video testimonials. Another advantage is that the web app gives consumers access to the Francine world and, thanks to a chatbot, a wide variety of recipe ideas!" explains Claire Madoré, Director of Marketing & E-business and Retail Commercial Director for Grands Moulins de Paris.

² FoodTech 500 ranking – January 2020





FULL TRACEABILITY OF FRANCINE'S ORGANIC FLOUR *from fork to field*

Origin of the wheat used in **this pack** of Francine organic flour, and testimonials of farmers involved the programme

Where when the wheat in **this pack** was milled

Where and when **this pack** of Francine organic flour packed

A chatbot for finding the latest news about **the Francine brand**

About Grands Moulins de Paris:

For more than 100 years, Grands Moulins de Paris has strived to select the best French wheat to produce premium flour and baking mixes. Our employees are passionate men and women, operational teams on the ground who combine expertise, know-how, and soft skills to enable the success of our artisan bakery customers, as well as those in the food processing industry, retail, and export markets. We are ambassadors of French baking know-how, in particular through our retail brands, Francine and Campailllette. We are proud to belong to 10,500 farmers from the north-east of France, the owners of VIVESCIA cooperative group who meticulously cultivate the grain we use.

About Connecting Food:

A French company, founded in 2016 by two food industry experts, Connecting Food is the first blockchain platform in Europe exclusively devoted to the food industry. Capable of guaranteeing real-time traceability of food chains and a digital audit of their specifications, the platform is now used by major cooperatives and food processing businesses alike. In 2021, the Connecting Food team has 30 employees based in Paris, France, and in Milan, Italy.

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