

MESSAGE FROM THE CEO

Canada is truly a multicultural country, and the Christmas season holds special meaning for each of us. Growing up in Canada, I learned that this time of year has always been a time of giving and sharing, of joy and love, spending time with our friends, family and even strangers. In these challenging times, we wish you and your families all peace, joy, and love but also ask that we all share our blessings with those in need of assistance.

Let us all join together and make 2022 an amazing year for our family, friends, and communities. Happy Holidays!

Hubert Lau, CEO and President



MERRY Christmas



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THE TRUSTBIX TEAM AT WORK – 2021 AT A GLANCE

The Cargill program (an attribute value chain for sustainable beef) completed its 5th full year as of Sept. 30, 2021, with the second-highest reward payment (from Cargill customers) in its history being distributed to producers by TrustBIX. The demand for Certified Sustainable Beef far outstrips the supply, so we continue to work with industry groups encouraging producers to get involved. *Reward sustainable behaviour – Strategic Sourcing Revenue Stream*

The Enhanced Agnostic BIX Platform was deployed in November, enabling a common framework for end-to-end traceability and chain of custody for supply chains. The platform is adaptable and effective, already working in biochar/biomass and soon to follow with pulse crops, poultry and carbon. Check out a very [short video](#) on the enhancements in the platform for the beef industry. *Trust more and Reward sustainable behaviour – Strategic Sourcing and ESG Revenue Streams*

Energy Monitoring interest from intensive livestock operations continues to grow. This will be an important part of the TrustBIX business in 2022. ESG goals, science-based targets, corporate scorecards and benchmarking are all part of what companies need to record and track. Supply chain tracking with carbon and energy monitoring attached will be very important, which the enhanced BIX platform will provide to clients. *Waste less and Reward sustainable behaviour – ESG Revenue Stream*

Benchmarking Projects using the Cool Farm Tool for GHGs wrapped up, and the results were sent to the 34 cow-calf producers from across Canada that participated. The operations received personal dashboards with their results; then, the results were anonymized and aggregated to create a dashboard of the project. Benchmarking Energy use is an effective way to reduce operating costs. By

tracking an agricultural or agri-food operation's energy use and comparing it to the energy used by similar operations across the country, you can identify both best practices and opportunities for improvement.

Feedlot Solutions (division of Viewtrak) has been busy with the launch of FLS Hub with Feed Integrations, Bug Fixes completed with customer feedback, and integration with HerdTrax for importing medical entries. For more info, click here: <https://www.youtube.com/watch?v=MI35lgwwizI>

- FLS Hub now has available a Quickbooks online export which launched in early November. The online Tutorial is available here <https://www.youtube.com/watch?v=mbLo-QfOivA>
- FLS Hub has a Feed Import Wizard tutorial online as well. <https://www.youtube.com/watch?v=uiZj-1y61eg>

ViewTrak Technologies has successfully commercialized three of its newest modules, the Attributes Module, TV Module and Competition Module (July 7, 2020 Press Release), to its customers across North America. These modules allow ViewTrak customers to modernize their rings and transition away from older LED audience display boards to TV screens that display all the attributes of the animals they are selling.

Our plans for 2022 are ambitious, exciting, and inspiring. Stay tuned for the updates and have a safe and happy Holiday Season!

Yours,

TrustBIX Team



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