

# The digital platform for supply chain transparency

seedtrace

[www.seedtrace.org](http://www.seedtrace.org)

Our goal is to make sustainable consumption the norm - rather than the exception. We envision a future in which every product can be traced back to its roots. Where the people making the products we consume do profit from their work without harming our planet.

-  Berlin-based startup
-  12 employees
-  Food and beverages
-  VC funded
-  Product transparency
-  Impact-driven partners



## How it all began

Inspired by the great pride farmers took in their sustainable production processes and opportunities created for their communities in Kenya, Malawi and South Africa, Kathi (CEO of seedtrace) discovered an overarching problem. Many businesses and farmers are lacking the tools to actually tell the full story of their products. To enable supply chain transparency at scale, a technological solution was needed and the idea of seedtrace was born.



→ Scan to see an example



**Ana Selina Haberbosch**  
CEO and Co-founder

With seedtrace we want to change the way we consume and rebuild a crucial and long-forgotten bridge between product origin and consumer - and everything in between.



## Prove Sustainability Claims

to assure compliance and legal requirements are met.



## Trace Products with Blockchain

to identify, assure and improve product impact.



## Map & Visualize Supply Chains

to bridge the gap between CSR and Marketing.



**Katharina Elisa Davids**  
CEO and Co-founder

By building the seedtrace platform, we are pursuing a world where the impact along our products' supply chains can easily be managed, proven and communicated to consumers.

## OUR PARTNERS



Communicate on  
all digital channels