1.5 B
international arrivals globally, 2019

61%
of travelers say they pick a destination for its great food or drink
what tourists eat

what is locally available
Small farmers keep the smallest % of value added.

They:

- compete with industrial farming
- along global supply chains
- dominated by big players
Find

local
green
food.
Enjoy!

Jolly Roger

SALADS  SEAFOOD  DESSERTS

Tomato & buffalo cheese salad
buffalo heart tomatoes, red & yellow cherry tomatoes, buffalo cheese, basil

Local Ingredients

- buffalo heart tomatoes
- basil
- soft cheese

Roasted pepper salad
roasted red peppers, goat cheese, garlic and parsley on the side

Shepherd’s salad
buffalo heart tomatoes, ham, egg, cucumber cubes, red onion rings, grated white cheese

In & around Burgas

Discover

Gourmet Farm  Animal  Jaeger  Blue  Pro
SOLUTION

LOCAL FOOD

SME FOOD TRADING PLATFORM

- FARMERS
  supply local agricultural produce

- TRANSPORT
  optimize packaging and transport

- RESTAURANTS
  organize menus & events around local ingredients

CONSUMER PLATFORM

- Local Food is a dApp that tracks the origin of food from farms to restaurants.

- TOURISTS
  find local food of proven origin
  - browse restaurants
  - learn about local food production
  - rate and review food experiences

- CARD HOLDERS
  access discounts and events
  - discounts at restaurants
  - access to food events
  - offers by partners in the network

LOCAL FOOD CARD
Trust technology powered by a financial-grade DLT platform

- connected networks
- cost effective for SMEs
- scalable
FOOD TRADING PLATFORM

farmers and restaurants get to trade in a trusted environment

farmers get access to a premium market

15-35% of additional value added become distributable among participants
Local Food is a trading platform built on Corda that uses DLT to track the origin of local food from farms to restaurants. Tourists get to know their food. Farmers get to know the people they feed. Made to advance sustainability along the food supply chain.

Local Food Card gives access to discounts and events at partners in the network.
BUSINESS MODEL

5 c per transaction on Food Trading platform

3 € per 1000 impressions on Consumer platform

10 € Local Food Card, per year
60% of tourists said they would pay a premium price for a salad made of these tomatoes.
21% of tourists bought the first Local Food Card.
UN SUSTAINABLE DEVELOPMENT GOALS

UN Food Systems Summit 2021

“The future of the world depends on good food. It’s that simple.”

Tourism & SDGs

“Tourism has the potential to contribute, directly or indirectly, to all of the goals.”
Local Food uses DLT to power shorter supply chains from small farmers to restaurants. It helps tourists bring about green change everywhere they visit.
TEAM

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DEVELOPMENT

NOW

WEB APP IN BETA
- network:
  - 3 restaurants
  - 5 farms
- Burgas, Bulgaria

SUMMER 2023

PILOT
- network:
  - 20 restaurants
  - 30 farms
- Burgas Region, Bulgaria

SPRING 2023

300 000 €

DEVELOPMENT
- phone app
- Corda 5
- 20 languages
- social features