PRODUCERS
TRUST

STORYBIRD

Build trust through transparency.

Consumers are demanding greater transparency, trust, and economic equity in their value chains.

- **86%** of US consumers believe brand transparency is more important than ever before.

- **73%** of consumers are willing to pay more for products that guarantee total transparency.

Source: Sprout Social, "From Risk to Responsibility: Social Media & the Evolution of Transparency," 2018.

We empower retailers to **connect to their consumers** in a meaningful way:

- Engaging storytelling
- Leading social media accounts
- StoryBird integration
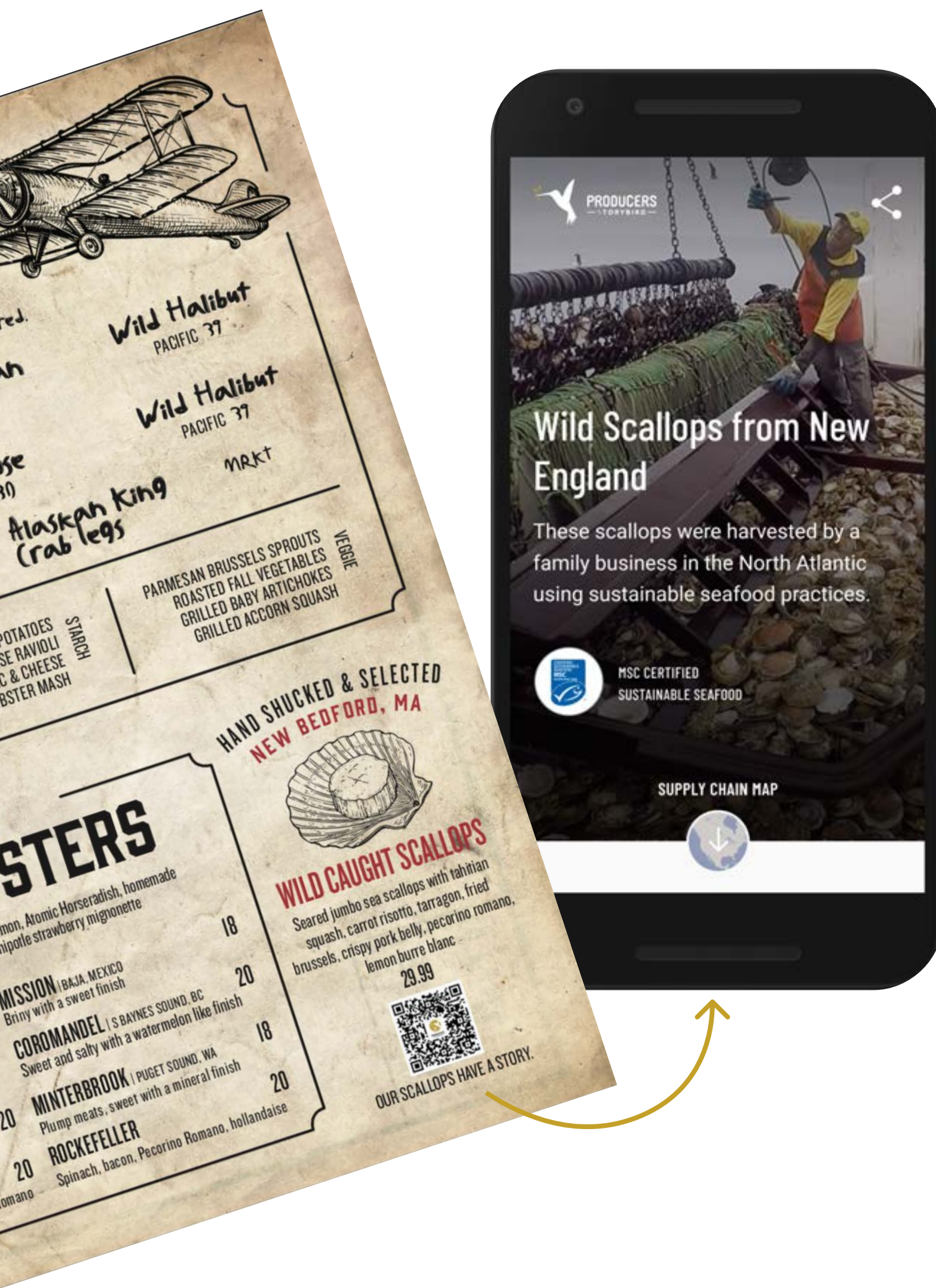- Traceability technology
- Consumer dialogue

STORYBIRD TECHNOLOGY

Scanning a QR code on packaging, store displays, or menus, consumers can access all value chain information and stories directly from a mobile phone.
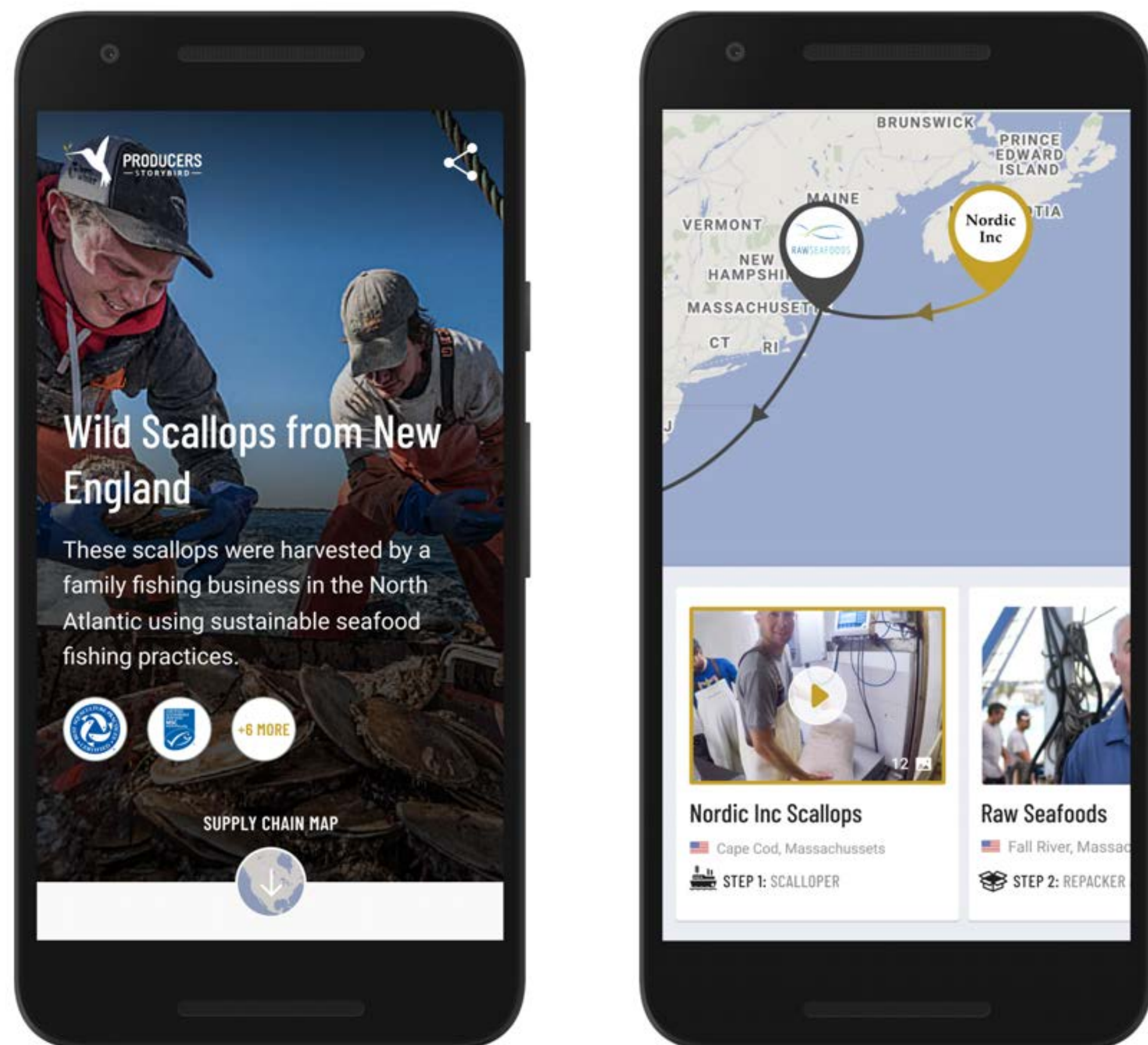
We've put **value chain storytelling** into action, tracing the journey of wild scallops from New England to California:

- Collaboration with Nordic Inc, Raw Seafoods, Santa Monica Seafood, TAPS Fishhouse & Brewery, and IBM Food Trust.
- Engaging consumers with the information they want—full traceability from boat to plate.
- Utilizing a wide array of communication tools, including photo, video, menus, social media, and industry data.

We integrate **blockchain traceability** with product branding through collaboration with IBM Food Trust and other technology partners.

IBM Food Trust™

MULTIMEDIA MARKETING

We amplify value chain stories via producer profiles, blog posts, consumer engagement, and social media such as our **leading Instagram accounts:**

- @organic
- @fruit
- @seeds
- @healthy
- @gardening
- @vegans
- @juices
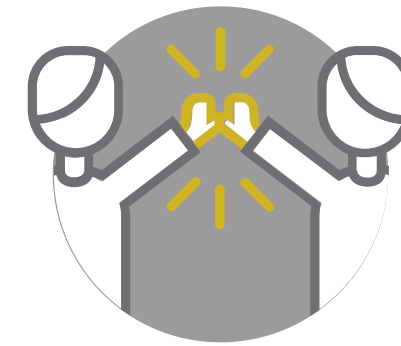- @nutrients
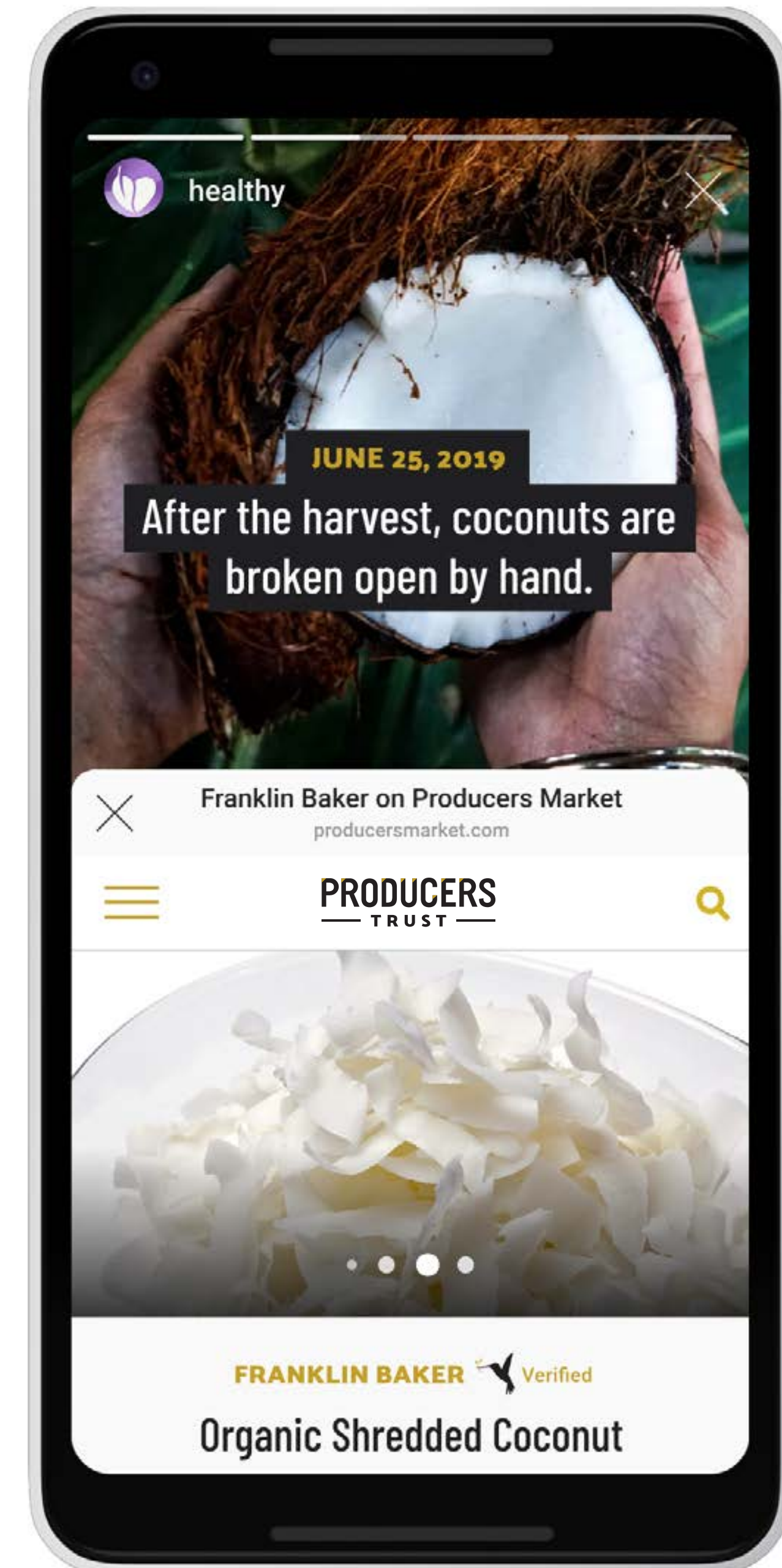
THRIVE WITH STORYBIRD

Stand Out

Our StoryBird application integrates traceability technology with our partners' existing strategies to stand out in the market.
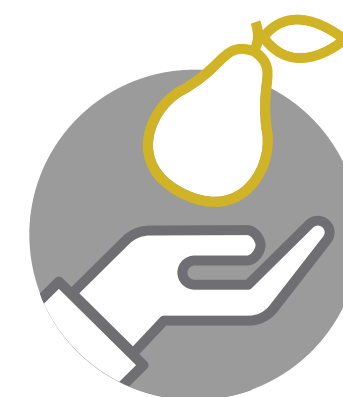
Share Great Stories

Our digital storytelling engages consumers through authentic marketing, building brand loyalty impossible to achieve through traditional advertising.

Build Trust

We build greater trust in product quality and certifications through blockchain technology and digital storytelling.

Connect Directly

We satisfy consumers' demand for transparency, access to value chain data, and connection with their producers.

Our team of experts supports our partners in marketing, business strategy, digital storytelling, and traceability technology.

- Discovery call
- Story surveys
- Content strategy marketing outline
- Data analysis

We see every partnership as a unique relationship. We will **customize a plan** to fit your needs and budget.

Each project proposal includes an onboarding fee, plus:

- Option 1: A low per-transaction fee on sales via the Producers Market platform
- Option 2: A flat yearly fee

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