

ecofresh

They say
you are what
you eat.



We say
discover your
true self.

We are creating a digital food transparency system that tracks how ethical, healthy, and environmental our global agriculture systems are.



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We are developing a free-to-use digital food transparency system that empowers everyone, including low income people, to make informed decisions when looking for ethical, locally produced, environmental, sustainably packaged, healthy, vegan and other types of food.

The system will work in the following way: when you are inspecting the packaging of a food item in certain grocery stores or the farmer's market, there will be a QR code to point your phone's camera at. It will redirect you to a web page that displays a food transparency profile for that product. This will give you advanced info on the item, including nutritional, environmental and ethical (labor standards, animal rights, etc) data. As we expand, we hope to offer our product in restaurants and other ag-businesses. Farmers and chefs will be the ones who update their food transparency profiles directly. They will be incentivized to buy into the food transparency system as we are providing a tested, secure and specialized platform to track their data.

In the future, we will continue to build in-house certification systems where we provide certificates for certain standards being met. This would include achievements for ethical labour standards, to minimal and sustainable packaging, to a low carbon footprint. We will also offer smart marketing tools that will allow the agriculture industry to more personally connect with specific consumer demographics, especially as we position ourselves as a player in the food transparency movement and its associated communities.

Our technology is relatively simple at our current stage. Our main development focus is on a producer facing application that allows farmers and chefs to easily track and update their operations, as well as generate custom QR codes. As we expand, we will develop advanced algorithms as part of our smart marketing feature set that connects farmers and consumers. A consumer facing application is in the long term stage of our development roadmap, where we build a repository of all food innovation and food transparency related content. We will also need to develop scientific standards for some of our future certification systems, such as any related to carbon footprints.

We hope to work towards 8/17 of the United Nations Sustainable Development Goals. By empowering consumers with food transparency awareness, we hope to promote healthy and environmentally conscious food that has been ethically sourced and packaged. By connecting farmers with consumers, and building a toolset that helps producers in modernizing their data tracking, we hope to be recognized as innovators within our industry. We also wish to work with like minded nonprofits, student groups, governments and social businesses to further our goal of building a more transparent global agriculture system.