

# RETHINKING WASTE, REDEFINING IMPACT

Smart Solutions for a  
Sustainable Tomorrow



**IN 1987, THE UNITED NATIONS BRUNDTLAND  
COMMISSION DEFINED SUSTAINABILITY AS...**

**“MEETING THE NEEDS OF THE PRESENT **WITHOUT  
COMPROMISING** THE ABILITY OF FUTURE  
GENERATIONS TO MEET THEIR OWN NEEDS.”**

# THE CYAN DIFFERENCE

## Our Mission

We revolutionize the food supply chain with **cutting-edge technology and data**, that fosters sustainable farming, reduces climate impact, and provides information for best-in-class food.

Scan the QR code to see the Power of Cyan. 



Trust &  
Transparency

Differentiation &  
Sustainability

Food Safety

# THE PROBLEM

**An Apple is not an Apple.**

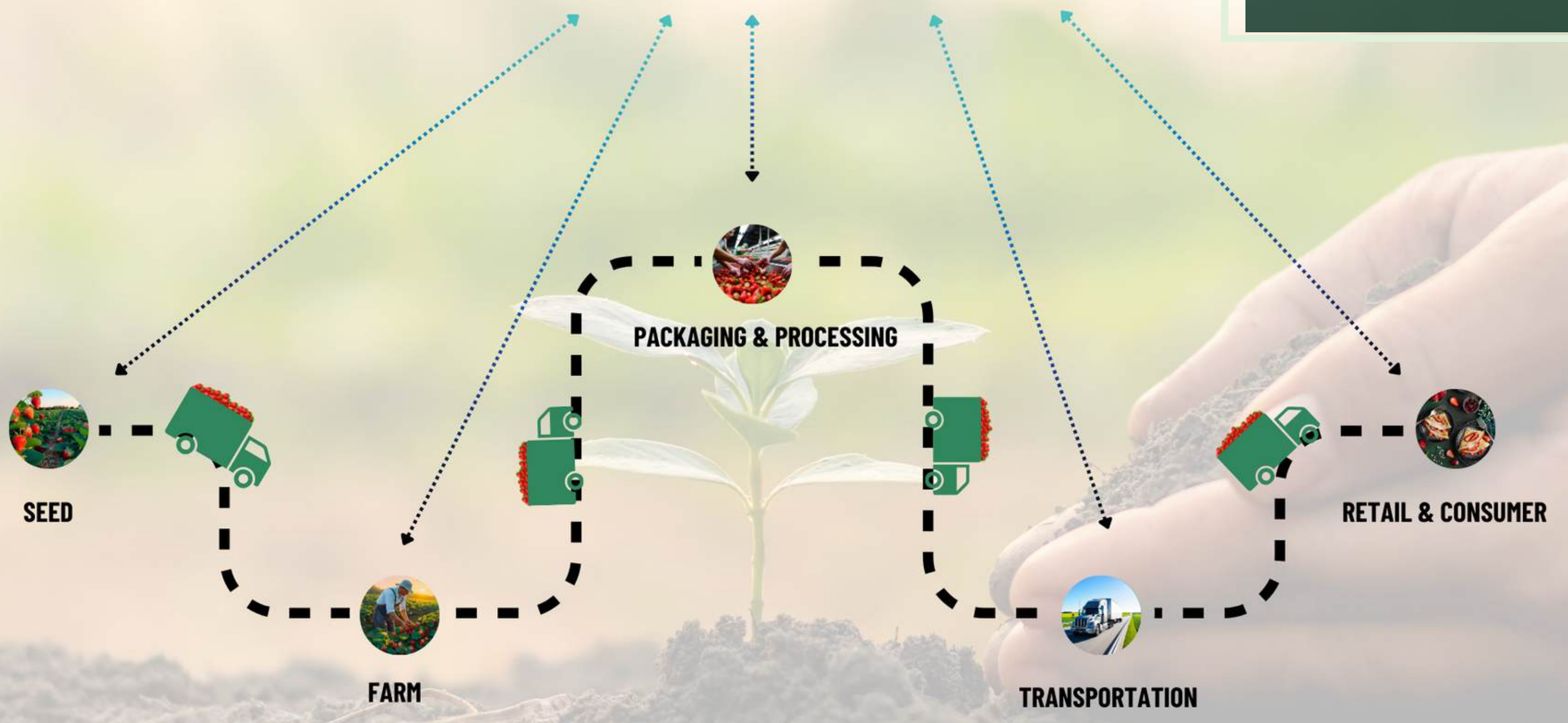
Businesses need to create **differentiation & trust** by answering critical consumer questions:

- *Where does my food come from?*
- *Is this food healthy for my family?*
- *Can I trust the labelling of my food?*
- *What happens to my food during its journey?*
- *What effect does my food have on the environment?*
- *Are the farmers using fair labor practices?*



# PRODUCT JOURNEY

From Farm to Fork.



# SAMPLE PROJECTS

## Project #1 – Vermeulen Farms

- Sustainability Documentation
- Premium Production
- Consumer Engagement

## Project #2 – Neatt Family Vineyard

- Organic Excellence
- Sustainability Storytelling



# OBERLAND AGRISCIENCE

## Circular Economy

- Innovative Protein Production
- Data-Driven Insights on Carbon & Protein Product Impacts
- Circular Economy Leadership



# SUSTAINABLE BLUE

## Zero Waste

- Sustainable Salmon Production
- Brand Development
- Premium Pricing







# NATIONAL FOOD RETAILERS

- Sustainable Sourcing
- Retail Traceability
- Consumer Engagement

# CIRCULAR ECONOMY

A Smarter Approach



- Reclamation of waste
- Improve climate impact
- Value creation through innovation
- Positive supply chain disruption

# CIRCULAR ECONOMY

## Economic Advantages



- Supply chain savings
- New product creation
- Premium pricing opportunities
- Innovating a new economic model through data & AI-driven insights

**“DECISIONS WE MAKE TODAY, SHOULD  
RESULT IN A SUSTAINABLE WORLD SEVEN  
GENERATIONS INTO THE FUTURE”**

THE SEVENTH GENERATION PRINCIPLE