Hubert Lau of TrustBIX talks about their new food supply chain solutions and building revenue

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In this InvestorIntel interview, host Tracy Weslosky talks to TrustBIX Inc.'s (TSXV: TBIX | OTCQB: TBIXF) CEO Hubert Lau about how agribusiness gaints Cargill and JBS use TrustBIX's technology to help create a sustainable beef supply chain.

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel (click here to access InvestorChannel.com), Hubert talks about how in addition to Cargill and JBS, TrustBIX has developed long-standing relationships with some of the biggest pork suppliers in China. "If you look at the top 10 pork processors in China, some of them are the largest in the world. They use our pork grading system."

Hubert goes on to discuss how with the release of the BIX Impact module which expands the capabilities of the BIX platform to track sustainable practices, as well as a SaaS traceability solution called BIX Origin that provides verifiable data at every step of the supply chain, now "our focus is to grow that revenue and those opportunities for us."

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About TrustBIX Inc.

As an innovative leader, TrustBIX provides agri-food traceability and chain of custody value solutions. The Company's goal is to create a world where we trust more, waste less and reward sustainable behaviour by addressing consumer and agri-food business demands. The proprietary platform, BIX (Business InfoXchange system), is designed to create trust without compromising privacy through innovative, blockchain-derived use of technology and data. By leveraging BIX and its unique use of incentive solutions, TrustBIX delivers independent validation of food provenance and sustainable production practices within the supply chain – Gate to Plate®.

ViewTrak Technologies Inc., a wholly owned subsidiary, provides a suite of hardware and software solutions to the livestock industry in Canada, United States, Mexico and China, such as Auction Master Pro, Market Master, Feedlot Solutions and pork grading probes.

The Company's Insight technology offers an edge-to-enterprise supply chain solution that brings asset situational awareness to dealers, equipment fleets, and civil construction managers. The platform allows for the tracking, protection, and identification of movement of assets using self-powered and self-reporting cellular tags and cloud-based suite of tools.

To learn more about TrustBIX Inc., click here

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