

Hubert Lau on TrustBIX 'gate to plate' formula that's winning loyalty from the farmer to the retailer

written by InvestorNews | October 25, 2021

In a recent InvestorIntel interview, Tracy Weslosky spoke with Hubert Lau, CEO of [TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF), about TrustBIX's blockchain based, chain-of-custody, solutions programs, which bring trust and transparency into the agri-food industry supply chain and about the company's [recent listing](#) on the OTCQB Venture Market.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Hubert Lau said that TrustBIX data management products allow for collaboration among agri-food industry players without them being required to disclose competitive, private, or confidential information. He went on to explain how as a trusted third party, TrustBIX allows food processors, retailers, and consumers to individually validate brand promises and claims and to create a win-win situation for its Agri-food supply chain participants from the farmers to the individual retailers.

To watch the full interview, [click here](#).

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 needs and demands. The proprietary data management 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 of sustainable production practices throughout the supply chain – Gate to Plate®.

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

To learn more about TrustBIX Inc., [click here](#)

Disclaimer: TrustBIX Inc. is an advertorial member of InvestorIntel Corp.

This interview, which was produced by InvestorIntel Corp. (IIC) does not contain, nor does it purport to contain, a summary of all the material information concerning the “Company” being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain “forward-looking statements” within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may

also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. Prospective investors are urged to review the Company's profile on [Sedar.com](https://www.Sedar.com) and to carry out independent investigations in order to determine their interest in investing in the Company.

If you have any questions surrounding the content of this interview, please email info@investorintel.com.