



## WHY TO PROTECT SEEDS PRODUCERS FROM COUNTERFEITING & DIVERSION ?



Seeds **breeders invest US\$ millions** in seeds technologies and hybridization to grow seeds that will guarantee **excellent crop properties** (prague resistance, weather stability) and obviously, **maximizing farmers harvest**. Precision agriculture is an answer to feed the world, seeds are the origin of any harvest, **protecting them from counterfeiters will protect farmers from poor yield quality and will continue to fight for a zero hunger planet.**

## ISSUES TO BE SOLVED



**2<sup>nd</sup> GENERATION SEEDS COMERCIALIZATION**

**GENUINE / FAKE MIXING**

**NO PACKAGING / SEEDS BREEDED OVER LICENCES**

## OUR PROPOSAL

### ANTI-COUNTERFEITING

**Impactless** on production process and seeds efficiency, microfibers are mixed directly **in seeds coating**.

Once applied, each seeds is marked and **can be uniquely authenticate through a dedicated reader**. Microfibers will be visible for each genuine seeds making possible to **identify « genuine / fake » mixes**.

### ANTI-DIVERSION

Using different Microfibers **shapes, colors or length**, seeds breeders can identify a specific batch, SKU, distributor, destination country or licensee.



## MICROFIBERS

It consists on an exclusive, extremely low concentrated additive for seeds coatings that permits on-field authentication without need of internet access. Colors, lengths or even shape makes possible to “codify” seeds by batches, SKUs or destination countries.

## FEATURES & BENEFITS

### EMBEDED SECURITY



**Undetectable** to the naked eyes under daylight, UV & IR lights  
**Cost Effective solution** very low concentrated

### EASE OF IMPLEMENTATION



**Impactless** on production process  
**Incorporated** in the ppm range  
**Taylor made** formulations

### EASY & SECURE



**On field** verification reader  
**Instant** & non destructive control

### PATENDED TECHNOLOGY



**Proprietary** synthesis process  
**Patented** reader technology

## ARJO SOLUTIONS A PARTNER OF CHOICE IN SEEDS AUTHENTICATION

**On-field seeds identification**, outside **any packaging and without** the need of an internet access.

**A simple and proprietary tool to identify batches**, SKU or distributors **to tackle grey market**.

**Easy implementation, impactless** on actual production process and seeds efficiency. Microfibers will allow you **to ensure** that your products **end up on the right market in its integrity**.

**Combined with traceability and consumer interaction, Microfibers will ensure the authenticity, the access key for larger digital track & trace program.**