

Authenticate Member Day 2019

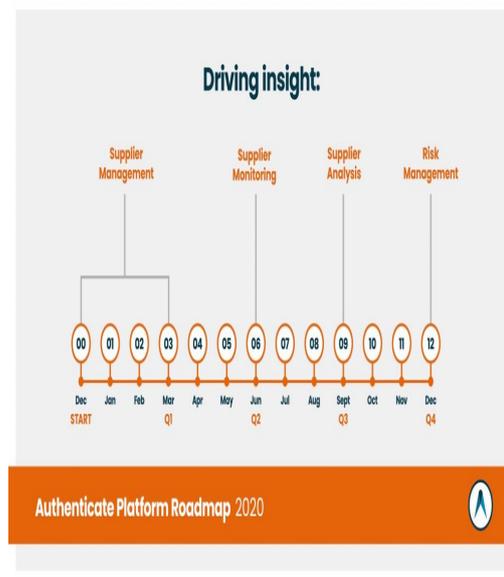
Enterprise clients from all corners of the food industry gathered for Authenticate's first ever Member Day at the Belfry Hotel in Birmingham.

Presenting The Authenticate Roadmap

Authenticate Managing Director Paul Marples opened the day with an introduction outlining the growing need for transparency in food businesses, reiterating two elements of the company's central mission: to **reduce the overall cost of supplier compliance** and **provide previously unseen insight** into food supply chains.

Technology-led solutions

Nic Sheen (Chief Technology Officer) went on to cover current and future uses of **technology for data collection and analysis**, including Blockchain, Big Data, and AI, while Product Manager Helen Fitzgerald provided a preview of several new features that will be added to the platform over the coming weeks, including a **brand new homepage due for release later this month** that will bring critical supply chain data to the fore.



Guest Speakers

Will Nicholson from the [Food Climate Research Network](#)

Presenting the latest research on “Risks and Opportunities for Food Retailers, Caterers and Restaurant Chains in the Transition to Healthy and Sustainable Food Systems”, Will outlined the recently published investor briefing, [Plating Up Progress](#) – a collaborative project to define **usable metrics for assessing food industry progress** in delivering sustainable and healthy diets.



Louise Valducci from [Compassion In World Farming](#)

CIWF work with food companies at every stage of their animal welfare journey, from strategy and policy development to technical advice, resources and training.

Outlining how to take a proactive approach to higher welfare standards, Louise demonstrated the example of a “broiler welfare roadmap” to highlight the key stages involved in **establishing higher welfare commitments** for chicken, including a strong business case for stakeholders, [supply chain mapping](#) & information gathering, marketing and communications.



Mini-Golf and Interactive Sessions



Following a morning of discussion and discovery, delegates and staff took to the Belfry's mini-golf course for a pre-lunch game, playing on a miniaturised course inspired by 'Ryder Cup Legends'.

Later in the day, Chief Commercial Officer Alex Walters handed the floor to members for an interactive 'User Forum', with members invited to discuss how the Authenticate platform can be used **to address the most pressing supply chain challenges.**

Missed this event?

Download a PDF of the slides...

[Morning Sessions](#)

[Afternoon Sessions](#)

Watch out for the whitepaper...

A whitepaper of Nic Sheen's presentation, *The Four Big Trends in Tech*, will be coming to the Authenticate website soon.

