

Seed Group joins forces with US-based Farm to Plate to transform food supply chain systems with blockchain



From left to right: Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, Pramod Sajja, CEO and President of Farm to Plate and Paramount Software Solutions

Dubai, United Arab Emirates; Georgia, USA—21 March 2023—[Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has teamed up with [Farm to Plate](#), a US-based revolutionary tech-aided platform to transform food supply chain systems with blockchain. The start-up aims to solve food supply chain problems with increased transparency, access to immutable and trusted data, while managing food quality and wastage, with Blockchain.

Seed Group has onboarded Farm to Plate as its new strategic partner, with an aim to help and guide it to bring its solutions to the UAE and the region. Per this partnership, Seed Group will facilitate Farm to Plate's growth with guidance on how to reach the right audience, access top decision-makers in the government as well as private sectors, and contribute to adding the latest technological innovations in the region.

Farm to Plate is transforming how the food and beverage industry operates through a digital platform that empowers stakeholders to better manage their food supply chain – with visibility from farm to plate. Built by global software developer Paramount Software Solutions, one of the top award-winning tech companies in Atlanta, the Farm To Plate platform uses emerging technologies like Blockchain to work with customers' existing software assets and provide customizable, secure, web-based visibility

of the food and beverage supply chain. With Farm to Plate, stakeholders now have one view of their entire chain of supply - eliminating any chances of data fudging or misalignment. At the same time, the use of blockchain ensures direct financial transactions, secure data management and access controls - creating a truly secure digital ecosystem.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "The food supply chains in the UAE and the region are constantly evolving and adapting to the latest tech innovations into their day-to-day operations. Farm to Plate is not only an empowering platform for all the stakeholders, but it is also a revolutionary way of easing the pain points in this process. We look forward to a fruitful association with Farm to Plate."

"We are proud to partner with Seed Group to drive change in the MENA food and beverage industry. As a world leader in technology adoption for driving innovation, efficiencies, and better production, we are looking to both partner with and learn from the experiences of our partners in the Seed Group and world-leading enterprises to deliver safer food supplies, transparent supply chains, better food, greater trust, and closer relationships between farmer, manufacturer, and consumer," said Pramod Sajja, President & CEO of Farm to Plate and Paramount Software Solutions.

The Farm to Plate platform is designed to help suppliers, producers, manufacturers, distributors, and retailers save time, money, and the planet. As part of R&D for the platform, Farm to Plate sponsors Future Food Cast, a podcast and community of industry experts, food technologists, and food enthusiasts talking about the future of food.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

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About Farm to Plate

Farm to Plate is a blockchain-powered SaaS platform built to empower the food supply chain with end-to-end transparency and trust. Farm to Plate enables immutable data transactions between all stakeholders, seamless transactions, and transparency from farmer to consumer. With multi-cloud support and ready integrations with existing supply chain track-and-trace solutions, Farm to Plate is purpose-built to fit into current systems and revolutionise their operations. Farm to Plate's innovations are focused on driving brand trust, financial equality, and sustainable ecosystems. For more information, visit www.farmtoplate.io.

About Seed Group

For over 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping

them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.

Farm to Plate Media Contact

Neha Rao
+1 770 456 5347
neha.rao@farmtoplate.io

Seed Group Media Contact

Nomarie Jean Lacsamana
+971 4 373 5068
jean@seedgroup.com