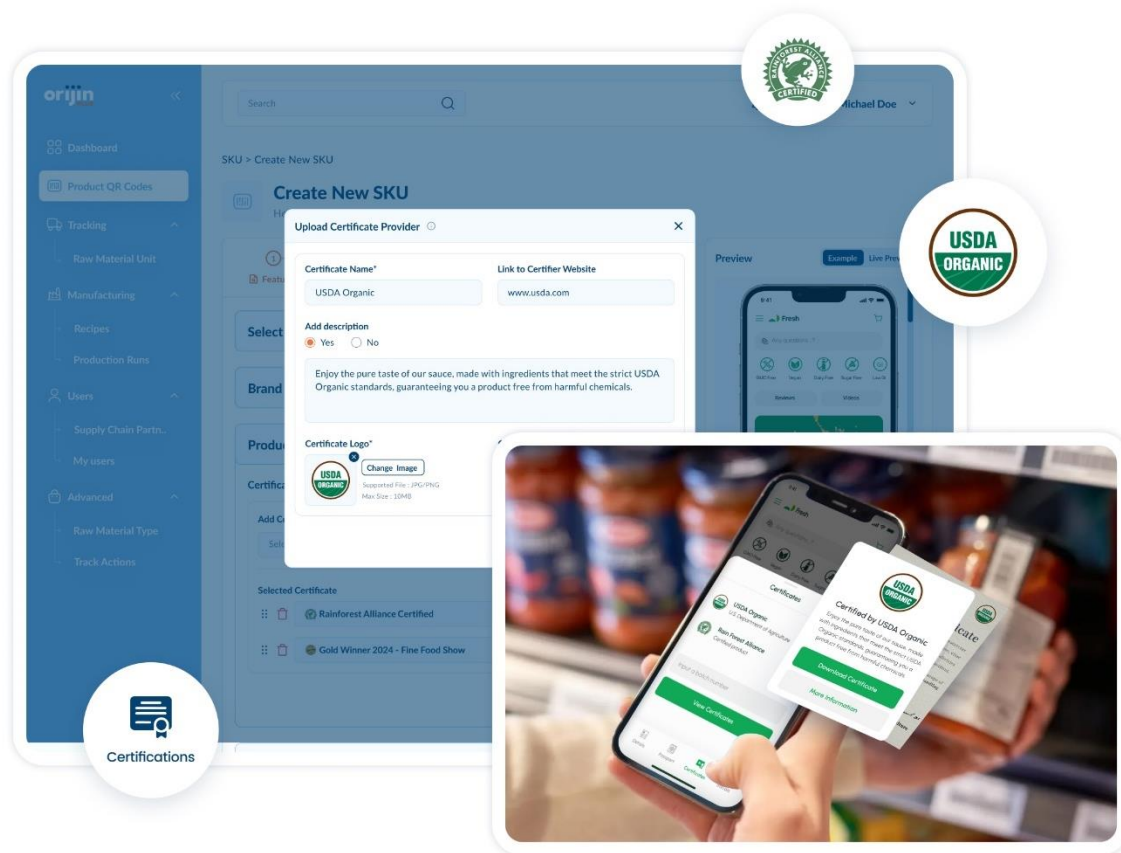


# Orijin Plus: Offering traceability in every bite

By Neree Martinez  
Cussons Media

Plenty of exporters claim they are producing genuine Australian beef, but how do consumers know that is actually correct?



*Orijin Plus allows brands to showcase certifications to build consumer confidence (Source Orijin Plus)*

This quandary led Western Australian brothers James and Rhys Williamson to develop a software solution to connect buyers to the origins of their food and help make choices that align with their values.

James and Rhys, cofounders of Orijin Plus, began their journey with their wholefood brand Latitude 28, exporting beef to China. Facing the challenge of not knowing their end consumers, they developed Orijin Plus during 2020 as an internal software solution to enhance transparency and build confidence

in the product supply chain. Today Orijin Plus serves more than 200 customers worldwide.

“Orijin Plus allowed us to brand ourselves from a superior position and ultimately sell more product,” James Williamson says.

Orijin Plus is a connected packaging platform for the food and beverage industry, enabling brands to transform their physical packaging into a powerful digital tool. Leveraging blockchain and Internet of Things technology, consumers scan the QR to gain information

on the product. For example, beef consumers can gain information including where the beef is produced, whether it is grass or grain fed, organic and or carbon neutral. In addition, the technology also includes an inbuilt rewards program to enhance consumer confidence, engagement and loyalty.

“Brands can select from up to 50 features and connect them to packaging QR codes, providing traceability and customer engagement through loyalty programs and competitions,” explains James.

“We can track when a consumer completes the process by scanning the product QR code indicating they’re consuming it, and they receive their reward.

“For instance, a yoghurt brand from Adelaide had just launched their product in Singapore, and their code was scanned 18 times in 20 minutes.

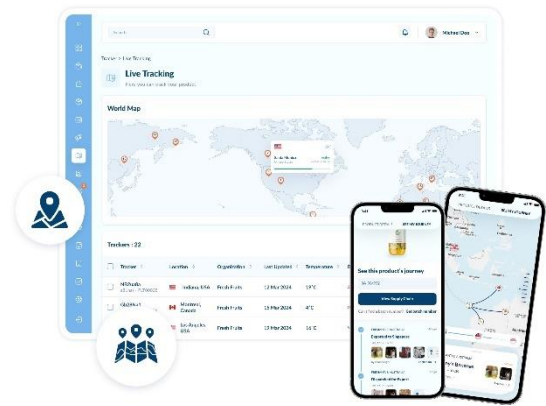
“Believing it might have been an anomaly, the account was frozen which led to a photo being sent to our customer service chat to verify what was going on.

“What transpired was a photo showing a dinner party in Singapore with everyone enjoying the yoghurt.

“Our customer was amazed by the level of connectivity and engagement our solution provided to their end consumer.”

To make connected packaging accessible to all brands and help them start their journey, Orijin Plus offers free access to the platform, including full use of all features, for up to two product QR codes.

“As more product QR codes are required the next tier gives them six codes which costs \$US 42/month,” explains James.



*Orijin Plus' connected packing platform enables brands to share their supply chain story to foster consumer trust (Source Orijin Plus)*

Attracting some exceptional talent to the business, who believe in the mission of Orijin Plus, has been a key to the business' growth. Notable additions to their team include former Flybys Chief Executive Officer John Merakovsy, Kai Klippel former CEO of loyalty giant Payback and Nathan Baxter a former software engineer for Airbnb.

“Having them on board has helped fast track our loyalty programs, which has been imperative for improving consumer engagement for our brands,” James says.

James highlights an early success was their participation in the Harvest Accelerator Program in 2018, which served as the catalyst for establishing their relationship with the WA Department of Primary Industries and Regional Development (DPIRD).

“Participation in this program opened doors for us, including the ongoing support we have received from Simon Tarmo, Joan Lim and Peter May at DPIRD,” James says.

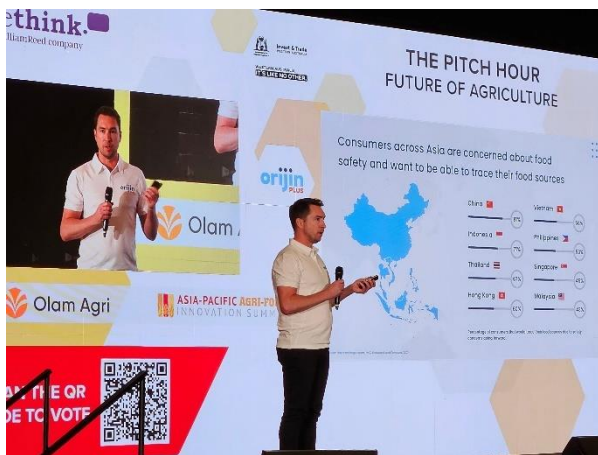
Orijin Plus was fortunate enough to receive financial support allowing them to join DPIRD on several delegations to Singapore.

“Attending those events isn't cheap, and it's pay to play, you don't get a booth for free,” says James.

**“DPIRD has created a supportive environment and is truly championing the agtech space.”**

“The support from DPIRD was invaluable and gave us great exposure into the Asian market.

“DPIRD has created a supportive environment and is truly championing the agtech space.”



*James Williamson cofounder of Orijin Plus presenting at the Singapore Agri Food week (Source Natasha Teakle Agristart)*

Looking to the future, Orijin Plus aim to scale their product into larger markets in America

and Europe. This expansion is timely, given the significant change in product packaging standards from barcodes to QR codes.

“Right now, the world is looking for a solution to what is a once in a generation change,” explains James.

Barcodes, first introduced during 1973, are undergoing a modern upgrade. By 2027, the traditional barcode will transition to a more versatile QR code as the new global standard.

“This change from barcodes to QR codes is setting a connection point on packaging,” says James.

“QR codes give brands greater opportunity for traceability, engagement, and verifying documents.

“Using Orijin Plus, a brand can easily integrate all the different features they desire, including sustainability and ethical practices into their QR codes, enabling a greater traceability system and enhanced consumer engagement.”

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