



KeeX supports French producers !

*« I live on good soup, not good language. »
Molière*

Who ?

The Bonjour Le Bon company, created in 2018, aims to renew the links between consumers and producers through the short circuit.

To do this, it offers an online market of quality food products by carefully selecting producers according to three fundamentals that allow an assessment to be made of the sustainability of any farm (agro-ecology, social-societal-territorial and economic).

Concerning the slaughter of animals, everything is done to ensure that this is done under the best possible conditions, in particular with on-farm slaughter or in small structures located as close as possible to the place of rearing.

Producers are paid more fairly because they set their selling price directly.

The products are delivered to the consumer's home by Chronofresh (Chronopost), regardless of where the consumer lives, so that everyone can take advantage of this service.

Initial problem ?

Bonjour le Bon approached us with a simple problem:

How to give to consumers the opportunity to know effectively what they are eating?



Solution ?

KeeX proposed to Bonjour Le Bon its traceability solution KeeX Stories involving a web portal and a mobile application.

The web portal allows to professional actors (breeder, farmer, cheese maker, winemaker, veterinarian, slaughterhouse, etc...) to inform by data, photos, documents, etc... elements concerning their activity (working methods, equipment and products used, premises, biological analysis, etc...).

The mobile application first of all allows to customers to view and know all the information concerning the products they have received thanks to a QR Code displayed on the packaging.

In addition, it allows producers to take photographs of their equipment, work areas, etc...

Through its technology, KeeX guarantees that the data present in each of the traceability chains are authentic, identifiable, not falsified, permanently locked and verifiable.

Value proposition ?

With our traceability solution, Bonjour Le Bon brings on the one hand, security, farm to fork transparency and a guarantee of the quality of the products marketed; and the guarantee that the animals are well treated throughout their lives and that the producers are paid at their fair value.

Bonjour Le Bon has succeeded to recreate the link between town and country.



contact@keex.net
<https://keex.me>



<https://bonjourlebon.fr>