The village I grew up in

I had a wonderful dad, a supportive mum, and a strong sense of belonging from an early age.

Somalia descends
into civil war and the change nearly
crushed me

My new home...

About CEO & Founder

- Born in Somalia, displaced due to civil war, came to Australia, now in Chicago.
- Former IBM exec and Qantas Airways Chief Information Officer
- TED Talk: How AI can shatter barriers to equality
- BBC's '100 Women of Influence' list 2021

Jamila Gordon

LUMACHAIN

Our Mission

“**Help Transform**

the global
food & beverage industries

to change how what we eat
& drink is produced

for good.”

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Solutions Overview: Computer Vision AI Platform

Cameras connected to AI servers in Protein & Finished Goods plants monitor:

- **Animal Welfare** (platform validated by Colorado State University research, published May 2025)
- **Food Safety** (inc. foreign object detection, shelf-life monitoring, employee hygiene)
- **Food Quality** (shape, size, color, specifications, etc.)
- **Yields & Efficiency**
- **Employee Safety**

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AI-based Animal Welfare Monitoring

- Cattle
- Hogs (coming soon)

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The Solution: Lumachain's AI-based Animal Welfare Platform

- **AI-enabled cameras visually monitor Animal Welfare for cattle at abattoirs (AI-monitoring for hogs is coming soon).**
  - **Comprehensive:** AI operates 24 x 7 with 100% coverage (not sample-based)
  - **Accurate:** AI performance is similar to an animal welfare auditor with 10 years' experience
  - **Near-Real-Time:** alerts allow your team to address risks before they escalate into breaches
  - **Independently validated:** by peer-reviewed Colorado State University research May 2025
  - **Secure:** footage is owned and controlled by you and doesn't leave your plant
  - **Inexpensive:** costs less (and performs far better) than current human monitoring
  - **Proven:** in plants in the US, UK, Europe & Australia
  - **Brand protection:** for you and for your customers

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What our Animal Welfare AI Measures
(per Meat Institute & Red Tractor Guidelines)

1. Counting
2. Falling
3. Effective Stunning
4. Electric Prod Use
5. Pen Density
6. Potential Willful & Egregious Acts
7. **Bleed Rail Sensibility** (Coming soon)

Colorado State University
Peer Reviewed Research Paper

Research led by
Dr. Lily Edwards-Callaway
(A protégé of Professor Temple Grandin)

Link to CSU research paper

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Steering Committee Members

Lily Edwards-Callaway Ph.D.
Associate Professor Dept Animal Sciences
Colorado State University

Sarah Kipp
Director, U.S. Food Safety & Quality Systems
McDonald's Corporation

Philip Bronstein Ph.D.
Global SVP, Food Safety and Quality
OSI Group

Bill Rupp
Chairman
Sustainable Beef (50% owned b**y Walmart**)
Former President of **JBS US** and **Cargill US**

Sean Starling
Head of Innovation & Industrial Engineering
JBS Australia (Southern)

Miriam Martin Ph.D.
Former Director of Animal Health and Welfare
The Meat Institute

Phil Hadley Ph.D.
Secretary General
International Meat Secretariat

Sarah Bolton Ph.D.
Dairy Beef and Animal Welfare Manager
Greenham & Sons Pty Ltd

Jamila Gordon
CEO & Founder
Lumachain

Research Outcome:

Our platform's accuracy approaches that of a PAACO Certified Animal Welfare Auditor with 10 years' experience

… and remember, our AI watches 24 x 7

… not just a few minutes per hour
(like humans do).

AI Monitors for Potential Occurrences of Willful Abuse

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AI Monitors other employee/animal interactions

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AI Counts Cattle, Monitors Slips & Falls

AI Monitors Pen Density & Employee Interactions

HAIN

AI Monitors Pen Density & Employee Interactions

Proven Globally:

Our platform is live in abattoirs across

the UK, US, Europe and Australia

Contact us:

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