

A woman wearing a vibrant, multi-colored sari and a blue headscarf is walking away from the camera down a dirt path. The path is flanked by rustic fences made of woven sticks and branches. In the background, there is a traditional hut with a conical thatched roof. The scene is set in a rural, arid environment with sparse vegetation and a clear sky. The overall tone is warm and nostalgic.

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

# Our Mission

“

**Help Transform**

the global  
food & beverage industries

to change how what we eat  
& drink is produced

**for good.**

”

# 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**

# AI-based Animal Welfare Monitoring

- Cattle
- Hogs (coming soon)

# 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

# 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

# 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 by **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



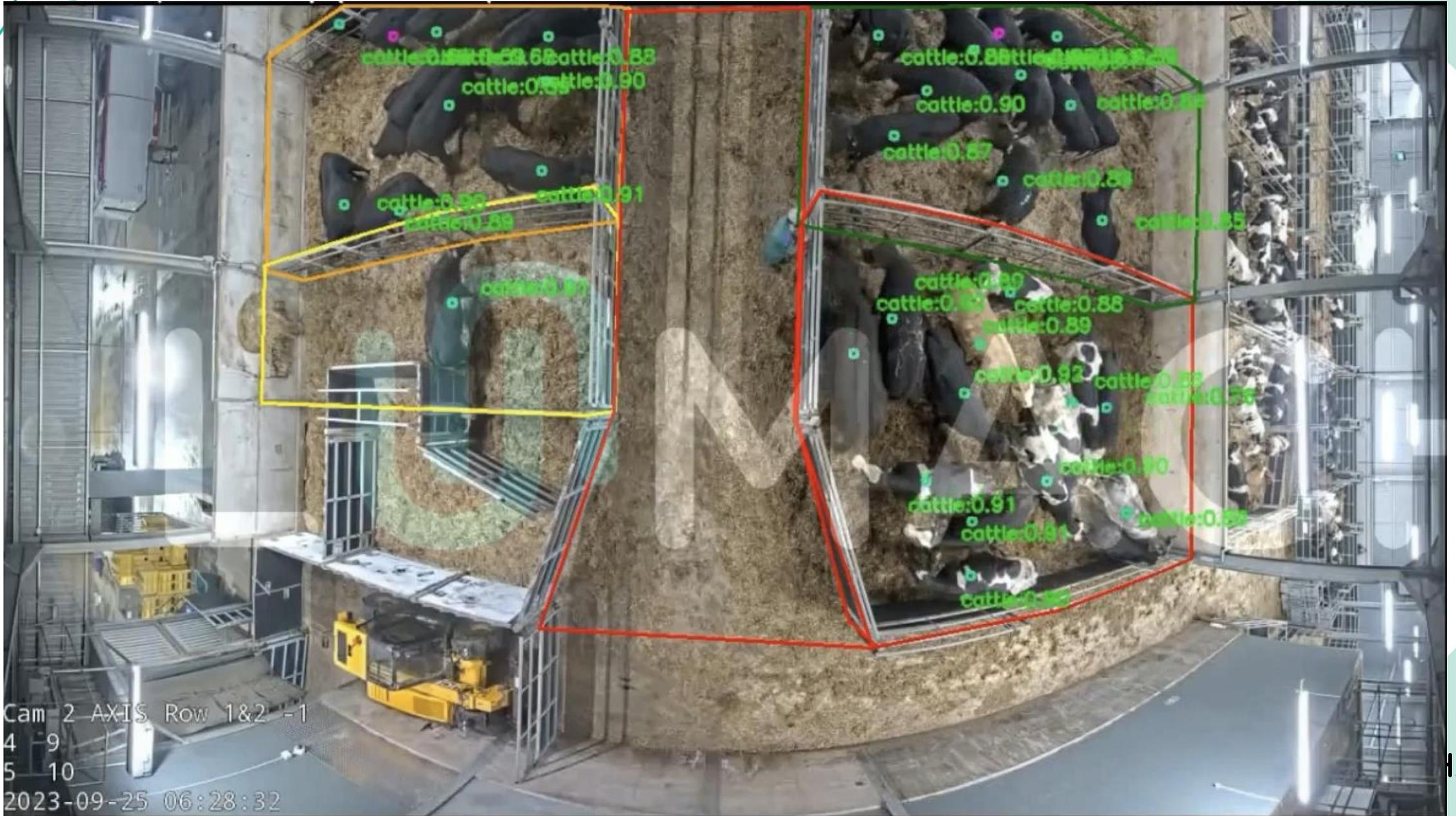
# AI Monitors other employee/animal interactions



# AI Counts Cattle, Monitors Slips & Falls



# AI Monitors Pen Density & Employee Interactions



# AI Monitors Pen Density & Employee Interactions

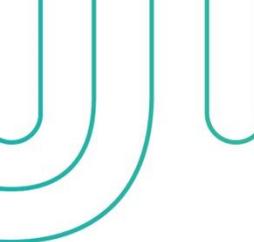
Time Range: Last 15 minutes  
View: Live

Legend ⓘ

- Empty
- Low
- Medium
- Check Capacity

Last Updated: 12:16 PM





Proven Globally:

Our platform is live in abattoirs across  
the UK, US, Europe and Australia

## Contact us:

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