

HOW BLOCKCHAIN COULD MEND OUR FRACTURED GLOBAL FOOD SUPPLY

Ever open up a pack of blueberries only to discover that mold has already set in? Better food safety and freshness is just one benefit that can come from applying blockchain technology to the global food industry. By creating a decentralized ledger that records transactions in a global network, IBM Food Trust can be used to help participants find new ways to reduce food fraud, costly batch recalls and provide greater governance over the food ecosystem that suffers from a lack of transparency.

BLOCKCHAIN ENABLES FARMERS TO DOCUMENT THE SOURCE OF THEIR PRODUCE

This helps ensure the origin and source of foods so they can be traced back to the contamination source in the event of a recall. The ability to store proof of origin and compliance data helps confirm that producers have been fully vetted and conform to a set of standards.

MILLIONS

OF PRODUCTS SOLD TO DATE HAVE PASSED THROUGH IBM FOOD TRUST

BLOCKCHAIN DIGITIZES DATA ON A SECURE, IMMUTABLE LEDGER

Better access to up-to-date permissioned information that's endorsed by multiple parties increases visibility into adverse conditions that could impact food shipments in transit.

BLOCKCHAIN HELPS RETAILERS GAUGE THE FRESHNESS OF PRODUCE

Maximizing freshness reduces the amount of food that's thrown away. It also makes business operations more efficient.

When a food-borne disease outbreak occurs, food recalls become needlessly expansive because the source of contamination can't be immediately identified. Better tracking at this stage can help pinpoint the source of contamination, limit the number of consumers affected, and reduce global food waste.

RECALLS COST FOOD COMPANIES AN AVERAGE OF \$10M, NOT INCLUDING BRAND DAMAGE AND LOST SALES.

BLOCKCHAIN CAN REDUCE THE TIME NEEDED TO TRACE THE SOURCE OF FOOD FROM 7 DAYS TO 2.2 SECONDS.