

Problem Statement

Food traceability is one of the common challenges faced in global agri-food sector. It takes weeks to track the entire lifecycle of food products right from origin of cultivation to end consumer through every point of contact on its journey. For example, a person consuming food product purchased from a retail store would actually do not know the source of farm from where it was procured. Hence, asymmetric information is prevalent in food supply chain leading to compromise on safety of life of consumers. With growing global supply chains, food safety is a top concern with both consumers and regulators. The World Health Organization (WHO) estimates that 420,000 people die annually from food contamination, which affects one in 10 people worldwide. Children under age five are at the highest risk with 125,000 children dying every year from foodborne illness, according to WHO. When an outbreak of a food-borne disease happens, it can take days, if not weeks, to find its source. Better traceability could help save lives by allowing companies to act faster and protect the livelihoods of farmers by only discarding produce from the affected farms.