

# XIC12

## BLOCKCHAIN FOR SUPPLY CHAIN AND LOGISTICS FORUM

[www.blockchainsupplychain.io](http://www.blockchainsupplychain.io)

HOUSTON, TEXAS

MAY 21-22, 2018

# Global Food Supply Chain and Logistics



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Co-Founder and Research Principal  
Chain Business Insights

# **Blockchain for Global Food Supply Chains and Logistics**

**Pete Harris  
Co-Founder & Research Principal**



# About Chain Business Insights

- An independent, boutique research/advisory firm focused on blockchain's application to supply chains.
- Industry veterans from IT, logistics, finance, publishing, communications. HQ in Austin, TX.
- Current research focuses on food, sustainable supply chains and on integration of IoT, AI with blockchain.
- Monthly blockchain vendor focus – curated news and analysis.
- Client engagement includes custom market research, 1:1 briefings and go-to-market support.

# Blockchain and Supply Chains

- Logistics** – Tracking of goods and ownership through a supply chain. Yes, we have it in our warehouse. How long did it take to get here?
- Transparency** – Where did this product come from? Is it really organic? Is this diamond from a legitimate source?
- Quality** – Was this product transported safely? Was it dropped? Was it kept at the correct temperature? Acceptable humidity?
- Finance** – Please pay me quickly. Pay ASAP goods are received. Make sure invoices and letters of credit, bills of lading and certificates are authentic.

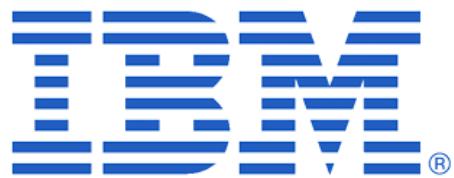
# Food Supply Chain Dynamics

- ❑ Competition increasing and margins under threat. E.g. The rise of Amazon in the food space, Walmart initiatives in higher end food, fast food restaurants adapting to premium competition, food trucks, home meal kits and delivery services.
- ❑ Consumers more demanding. Want more transparency, more information re. nutrition, fresher food, options such as vegan, organic, GMO, gluten-free.
- ❑ Supply chain players need better information and analytics, re. inventories, logistics options, customer preferences/sales/experiences for optimization, need to be able to react quickly to external events, e.g. weather, food scares, etc.

# Food Supply Chain Dynamics

- ❑ Increasing regulatory oversight, such as the Food Safety Modernization Act in US and General Food Law in EU, requiring better, faster, accurate information.
- ❑ Visibility of food-related illness, major incidents make headlines, operational and economic impact of food recalls leading to more emphasis on track/trace.
- ❑ Increased focus on global food supply (re. population increase), food waste, fair trade and sustainable farming/fishing practices is being highlighted by governments, NGOs and consumer activism.

# Food Blockchain/Supply Chain Players



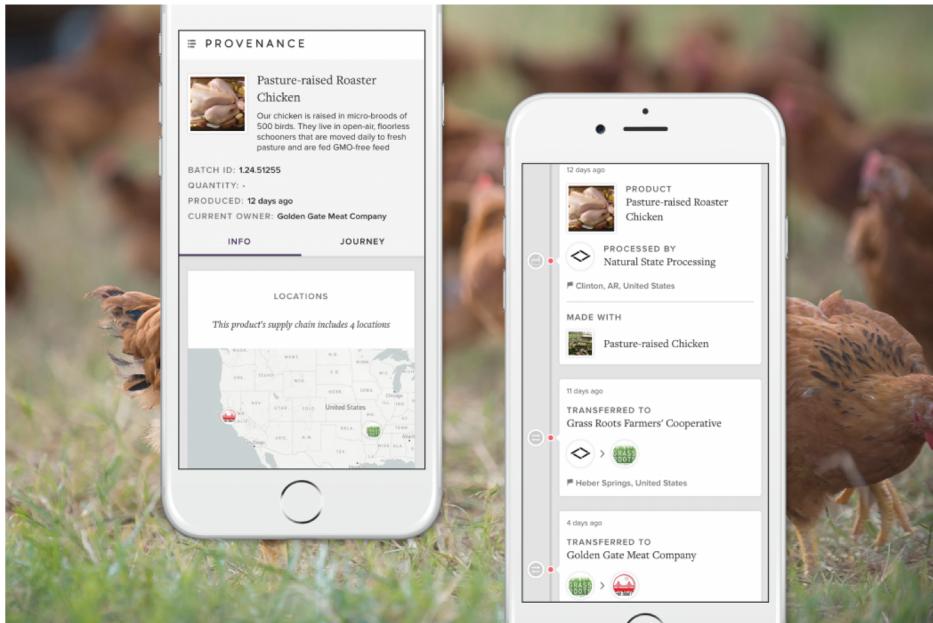
PROVENANCE

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**ripe.io**  
Blockchain of Food



# Grass Roots/Provenance



- UK-based Provenance.
- Grass Roots Farmers Collective in AK to Golden Gate Meat Co. in CA.
- 'Story' of poultry supply chain, to promote quality of providers, product and supply chain.

# Bloomin' Brands/One Network



- Bloomin' Brands based in Tampa, FL. Operates Outback, Carrabba, Bonefish, Fleming's. 1500 restaurants in 20 countries, inc. across US.
- One Network Enterprises based in Dallas, TX since 2002. Cloud-based supply chain management system. Introduced blockchain in 2017.
- BB customer since 2016. Now piloting blockchain for chain of custody, transparency, food recalls.

# Walmart Consortium/IBM



- Walmart and IBM pilots – US and China. US pilot re. mangos reduced track/trace from 1 week to 2 seconds.
- Formed consortia including rivals and supply chain partners, inc. Kroger, Tyson Foods, Driscoll's, McLane.
- Walmart has begun very limited production implementation of IBM Food Trust system.

# Carrefour



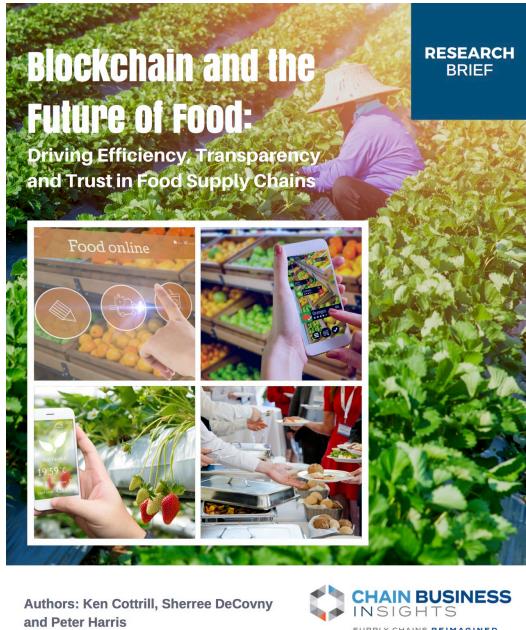
- French-based food retailer – 12,000+ stores in 30 countries.
- Transparency and track/trace for ‘iconic’ free-range chicken – 1 million sold each year.
- Information on farm, feed used, antibiotics used, certifications, supply chain.
- Expanding this year to eggs, cheese, milk, oranges, tomatoes, salmon, ground beef
- Transparency-One?

# Coffee Farmers/Bext360



- Denver, CO-based. ‘Coinstar for Coffee’.
- Farm to cup. MV/AI analysis. Instant payments (Stellar) + track/trace.
- Great Lakes Coffee in Uganda via Coda Coffee in CO.
- Partnering with Moyee, Caravela, Frinj (Whole Foods, Blue Bottle).

# Want to Know More?



- Blockchain in the Food Supply Chain in 2017.
- Update planned for 2018.
- Regular coverage on our blog and podcasts.
- 'Blockchain Meets Supply Chain' LinkedIn Group.
- Become a client for tailored engagement.



# Questions? And Contacts

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