FOCUS ON
SUSTAINABILITY

BUILDING A
SUSTAINABLE FOOD NETWORK

Across the globe, consumers are demanding to know more about their food – where it came from, the effect of its production methods on our planet, and how workers and animals were treated in the process. In fact, a survey reported that **70% of consumers said they want retailers to be more transparent about their sustainability efforts** [1]. Sustainability is no longer a bonus; it's an imperative for both the consumers who demand it and for future business models.

What's bringing sustainability to the forefront of food conversations?

Consumers are becoming more "sustainable-conscious"

Driven by recent sustainability awareness efforts, consumer attention to the matter is growing. Currently, 59% of people think it's important for food to be produced in a sustainable way, up from 50% in 2017[2].

The cost of unsustainable food practices is adding up

"True Cost Accounting" is shedding light on the price of unsustainable food practices. Unsustainable sourcing and biodiversity loss, due to unsustainable production methods, result in hidden costs. Research shows that consumers unknowingly pay twice as much for their food due to such costs[3].

A growing population

With the global population expected to boom from 7 to 9 billion by 2050[4], companies are looking for ways to decrease their ecological footprints.

IBM **Food Trust**™

BLOCKCHAIN
FOR THE FOOD SYSTEM

A digital food supply chain powered by blockchain enables new levels of trust and transparency across the food ecosystem, increasing awareness of sustainability opportunities and practices during each step of the food chain.

FULL TRANSPARENCY
With end-to-end transparency, users can guarantee provenance and gain a clearer view of where inefficiencies and lack of sustainability exist across the entire supply chain.

CERTIFIED RESPONSIBLE PRACTICES
Farmers, producers, and other food actors can automatically digitize and easily share audits, certificates, and other records proving that they utilize and promote sustainable and ethical practices.

FOOD CONFIDENCE AND TRUST
By tracking each step of the food supply chain and sharing data on an immutable ledger, participants can ensure the promised quality of goods is indisputable.

"They {consumers} want companies who balance the social, environmental and economic impact of responsibly producing nutrient-rich foods to nourish people while protecting the planet.[5]"

- Erin Coffield, National Dairy Council

APPLYING IBM FOOD TRUST
TO SUSTAINABILITY

IBM Food Trust creates a secure, shared, and permissioned record of transactions. This enables unprecedented visibility during each step of the food supply chain. It consists of different modules designed to help participants in the food system - from producers, suppliers, manufacturers, distributors, and retailers - so food can be fresher, safer, and more sustainable.

Using the **Data Entry and Access** module, participants in the supply chain can securely upload, manage and access transactional data, ensuring sustainability claims are genuine.

With the **Trace** module, users can securely and transparently trace the status of food products upwards and downwards to trace goods.

With the **Certifications** module, users can share inspections, quality certifications, and registrations, boosting confidence and transparency throughout the supply chain.

For more information
contact your IBM representative
or visit **ibm.com/food**

[1]Hartman Group, National Syndicated Research: Sustainability 2017 Report: www.store.hartman-group.com/content/Sustainability-2017-Overview.pdf
[2]www.foodinsight.org/sustainability-soars-2018-food-and-health-survey-results
[3]www.sustainablefoodtrust.org/key-issues/true-cost-accounting/
[4]www.mdpi.com/journal/sustainability/special_issues/food-chains
[5]https://www.naturalproductsinsider.com/foods/good-food-movement-emphasis-global-impact-transparency-drives-ethical-food-production

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