**Conclusion**

It is difficult to distinguish organic food with conventional food especially when consumer want to purchase it from the shop or grocery. Although a lot of study about organic food state that consuming organic food will give a better nutrient content, less heavy metal residual, and certainly a better taste than conventional food, the only way to differentiate it is by looking for the labels which gave by the organic authorized assessor. Therefore, organizations who gives the labels should be able to gain trust from consumers. In the era of technology information, we think the use of block chain technology will give a lot of benefits. The principal of openness and transparency from block chain will attract public, so they can personally check the certification process. This will highly boost the consumer’s trustworthiness. In addition the utilizing of information technology, such as “layar” application can facilitate consumers to verify the organic logo that given by authorized organization.