THE BLOCKCHAIN ADVANTAGE: Benefits along the food value chain

Who wins when blockchain and the food chain meet? From grower to regulator, we break down the benefits.

Grower
- Minimizes record-keeping strain by being the source of truth about the state of the farm, inventory and contracts
- Provides real-time access to commodity prices and market data
- Enables quality control
- Identifies exact source of contamination if a safety issue occurs
- Provides reassurance that the food is exactly what the label says
- Ensures that food is safe to eat

Manufacturer
- Increases efficiency in communications due to real-time data
- Encourages less fraud in food
- Promotes less food safety risk
- Addresses and tracks food safety issues quickly
- Identifies exact source of contamination if a safety issue occurs
- Mitigates fraud with suppliers
- Enables better trust with distributors
- Establishes loyalty and trust for brand owners

Distributor
- Provides exact source of contamination if a food safety issue occurs
- Allows access to real-time data across the value chain
- Fosters better trust with partners
- Provides reassurance that the food is exactly what the label says
- Produces better data to identify high-quality foods
- Ensures that food is safe to eat

Consumer
- Gives access to real-time data across the value chain
- Fosters better trust with partners
- Provides reassurance that the food is exactly what the label says
- Produces better data to identify high-quality foods
- Ensures that food is safe to eat

Regulator
- Minimizes record-keeping strain by being the source of truth about the state of the farm, inventory and contracts
- Provides real-time access to commodity prices and market data
- Enables quality control