



## **18. Blockchain Is Blockchain the Answer for your Data Security and Data Exchange**

### **Title presentation**

Case study: Leveraging transparency and the use of blockchain in poultry

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### **Abstract**

Creating transparency, using the single source of truth principle and data sharing in food supply chains is appealing to many in the agri & food business. However the reason why blockchain/transparency projects start is the need to communicate about complexities to create (consumer)trust, to reduce risk or to create a basis for (re-)optimising supply chains.

Having these goals in mind it is relatively easy to create the governance with the required stakeholders. The technology, these days this is often one of the blockchain technologies, is not the limiting factor anymore. It doesn't matter if this is datadriven storytelling for consumer trust, combatting counterfeiting in food to safeguard quality, optimising supply chains performance or financing working capital.

In this presentation we run through a case study in poultry where we were working on a solution for datadriven storytelling combined with optimising the supply chain.