



Leveraging transparency and blockchain and a usecase in poultry

ICAR presentation FoodInsights
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FoodInsights

Industry veterans in the food & agri market, highly experienced on food supply chains, business- & data analysis and IT-infrastructure



Supply chain solutions for agriculture and food supply chains

- 🌐 Project managers
- 🌐 Solution engineers
- 🌐 End2End data platform to connect supply chain links



Why introducing transparency in food supply chains

- 🔄 To increase sales by enhancing consumer trust through adding transparency for quality or sustainability
 - 🔄 Reducing risk of misunderstandings for quality of products, for value of sales, for presence of stock (in the last case for refinancing working capital), for combatting counterfeiting
 - 🔄 Create a basis for optimisation of the supply chain, i.e. data sharing to reduce the costs of keeping stocks while maintaining the same service level in the supply chain
- 🔄 → transparency is a means and not a goal



How to make it work

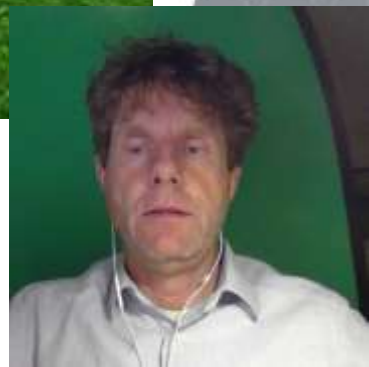
🌐 Governance and technology

- Goal → Stakeholders → Governance
- Technology → one of the blockchain technologies

🌐 Apply the right level of transparency (certificate management vs operational data sharing)

🌐 Differentiate between centralised processing and decentralised single source of truth data storage

🌐 Blockchain technology is interesting when there is a need for decentralised single source of truth data model



Usecase in Poultry



Take away

- Start with the goal and governance, (transparency) solution follows suit
- Blockchaintechnology is interesting when there is a need:
 - Decentralised single source of truth datamodel
 - Data to be stored and accessible on more than one place
 - Specified set of data
- Applications in PoultryChain create the value, the data layer including blockchaintechnology is a necessity



The start of your solution

FOOD  INSIGHTS

supply chain solutions



Wilbert Hilkens
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Let's connect!

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Psssttt! No need to dial,
scan here

