Leveraging transparency and blockchain and a use case in poultry

ICAR presentation FoodInsights
Wilbert Hilkens (co-founder)

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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
Use case 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

Let's connect!
's-Hertogenbosch, The Netherlands
www.foodinsights.nl
Email: wilbert@foodinsights.nl
Phone: +31 6 12521119

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Wilbert Hilkens
Founder