When a food-borne disease outbreak occurs, food recalls become needlessly expansive because the source of contamination can’t be immediately identified. Better tracking at this stage can help pinpoint the source of contamination, limit the number of consumers affected, and reduce global food waste.

Better access to up-to-date permissioned information that’s endorsed by multiple parties increases visibility into adverse conditions that could impact food shipments in transit.

Maximizing freshness reduces the amount of food that’s thrown away. It also makes business operations more efficient.

This helps ensure the origin and source of foods so they can be traced back to the contamination source in the event of a recall. The ability to store proof of origin and compliance data helps confirm that producers have been fully vetted and conform to a set of standards.

Recalls cost food companies an average of $10M, not including brand damage and lost sales.

Blockchain can reduce the time needed to trace the source of food from 7 days to 2.2 seconds.

Blockchain enables farmers to document the source of their produce.

Blockchain digitizes data on a secure, immutable ledger.

Millions of products sold to date have passed through IBM Food Trust.

How Blockchain could mend our fractured global food supply.