

# Blockchain-enabled Transformation in Global Food Supply Chains and Driving Engagement with Global Consumers

CRITERIUM

## Global consumers demand authenticity

Global consumers are increasingly in search of "authenticity" in relation to both a company and its brands. Unsupported product claims will no longer be sufficient to gain consumer trust and manufacturers will have to provide immutable proof of a product's authenticity to command a premium price and deter counterfeiting.

## Blockchain technology can guarantee this

Blockchain technology can guarantee authenticity and is set to transform supply chains globally. Its powerful and state-of-the-art encryption provides a fully secure method for authenticating and tracking food products from source to end consumer, eliminating tampering, counterfeiting or fraudulent behaviour.

## Enabled by creating a digital entity for each physical asset

The product truth is established by creating at source a "digital entity" for each instance of the physical product which is verified at all stages of the supply chain journey via a process of multi-factor authentication. It is this process which provides complete transparency, visibility and availability of the asset across the entire supply chain in real-time.

## Proving Brand & Corporate Values + Communicating Authentic Brand Stories

Blockchain can therefore enable Brands to provide consumers with a 100% guarantee of a product's provenance, overlaid with proof of the company's fair trading, sustainability and ethical trading policies. Coupled with these values is the ability to leverage the technology to communicate the rich heritage and backstory of the brand.

## Creating an interconnected supply chain ecosystem

Blockchain enables a transformation from linear supply chains into interconnected ecosystems of brands, suppliers and logistics providers. In turn, it can drive reduced supply chain friction, eliminating expensive paper-based governance and compliance control systems as the Blockchain itself enforces the rules and maintains trust between supply chain participants.

## Getting started: Criterium's "de-risked" approach for Brands

The biggest barrier to business change and Blockchain technology adoption is the perceived level of risk involved, with the misconception that it will require a 6 or 7-figure investment, large-scale infrastructure and disruption caused by the internal integration of a new application.

## Criterium's Rapid Blockchain Kickstart Programme

We dispel those perceptions by showing that Blockchain adoption within Supply Chains can have a rapid, low investment start-point in the organisation which provides - within a typical 4-5 month timeline - visible proof via a **Proof of Concept pilot** of Blockchain's long-term benefits before scaling up.

With a focus on reducing complexity, our Start Programme comprises three distinct phases:

### Step 1 - Discovery (Time: 4-6 wks)

A review of people and processes as a basis for defining transformative operating and commercial models

### Step 2 - Prototyping (Time: 8-12 wks)

Based on the Discovery, a rapid proof of concept is built demonstrating to internal stakeholders the organisational benefits Blockchain can bring

### Step 3 - Scaling Up (Decided Post Steps 1 & 2)

Prototype platform trialled within a live environment with 2-3 key customers as a basis for scaling up

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