



**Blockchain: The Facts & Fiction Surrounding an Emerging Technology**

Julie McGill, FoodLogiQ  
 VP of Supply Chain Strategy & Insights  
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### Agenda

1. Activity today
2. Looking to the future of traceability
3. Getting ready




### About Blockchain

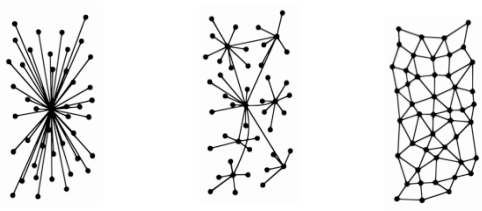
What is it? A digital ledger where all transactions are recorded chronologically and publicly.

The term blockchain, according to GS1, has been used:


- To refer to technologies that are “shared ledgers” of data
- As the name of algorithms that help achieve decentralized consensus
- To refer to an immutable ledger system: e.g. “the blockchain”
- A general purpose “magic bullet” solution

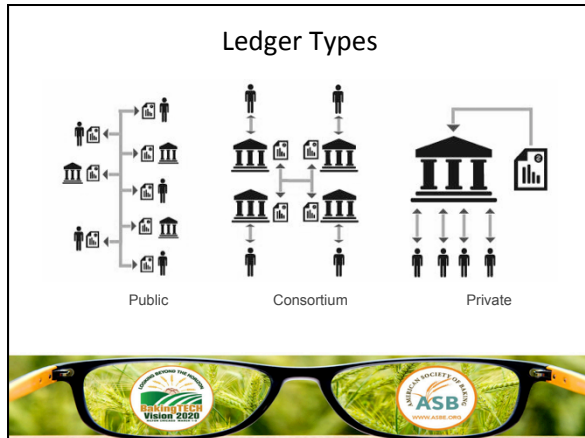


### Network Types



Centralized      Decentralized      Distributed





### Current State of Food Chain + Blockchain

- Momentum in the industry right now to consider new technologies and approaches.
- Current applications of blockchain in the food supply chain are primarily single-threaded and considered enterprise blockchains, not truly decentralized.
- Regulatory initiatives highlight the need for data gathering, data quality and interoperability.

### Exploration

- Industry workgroups
  - GS1 US Blockchain Discussion Group
  - Global Dialogue for Seafood Traceability
  - PMA Blockchain Task Force
  - FoodLogiQ LABS
- Industry specific blockchains
  - i.e. agriculture, beef, seafood

### FDA Focus: End-to-End Traceability

Welcome to FDA's New Era of Smarter Food Safety

Source: FDA New Era of Smarter Food Safety

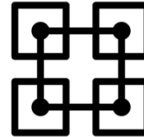
### Getting Ready

1. Determine what problems you are trying to solve.
2. Do an assessment of your current capabilities.
3. Get involved in workgroups and pilot groups.

Image Source: CSI LIS



### Will Blockchain Really Make Us...



- More efficient?
- Exchange data faster?
- Trust the data more?



### Managing Misconceptions



- Traceability  $\neq$  blockchain
- Not a silver bullet
- Interoperability is critical



### Data and More Data



- What information needs to be exchanged?
- Is the data standardized?
- Does it add value?



### FoodLogiQ and Blockchain

- Technology advancements are critical to modernizing the food industry and its supply chains.
- FoodLogiQ continues to innovate and empower our customers' ability to expand their ecosystems, tie together and share disparate information across a single platform.
- A global vision requires the right partners and standards to implement the best solution for supply chain traceability and transparency.

