



Breeder since 1993  
BTS, Crop protection

Bazadaise race,  
born on January 29,  
2015

40 cows  
on 45 hectares

# LABEL FOOD CHAIN - EAAP 2023

"All your animals have a story"

From meadow to plate, introduce consumers to  
product traceability in an instant!

organic  
grass,  
Loire  
terroir

9 hours per  
day out

Heal with  
aromatherapy



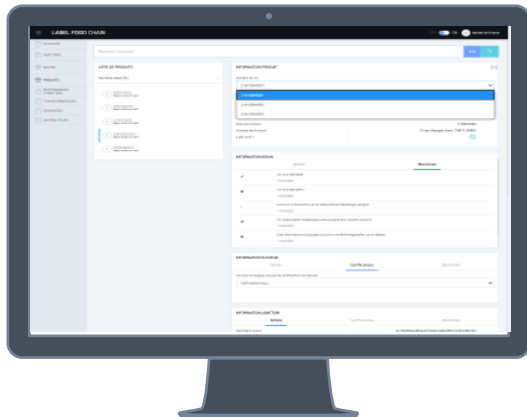
## 1- Who are we ? Eat better, inform better

Blockchain platform exposing consumers to product traceability

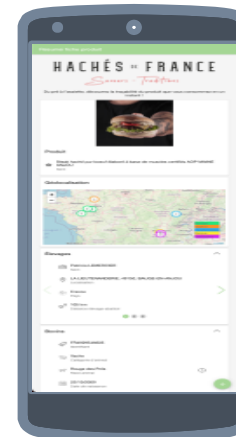
- Storytelling of all stakeholders
- Promotion of the good practices put in place
- 2 applications



**B2B application: For professionals**



**B2C Application: For Consumers**



## 2- The importance of traceability

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**Traceability - One of the most promising area in Digital Innovation**

- Global marketcap: \$9.75 billion in 2028
- Food fraud estimation: \$30-40 billion global problem

**Factors that drive this development**



Increasing food safety regulations



Companies' growing awareness in collecting data



Consumers' needs for greater food transparency and safety



Pool administrative traceability efforts between professionals



Early identification of a health problem

## 3- Survey results

### Eat better, inform better

#### Importance of food transparency

- 59% of French people say that a trusted brand is a brand that communicates about the origin of products
- 53% of consumers always or often search for information related to the traceability of the food they buy
  - 35% do it every now and then and only 12% are not interested.
- Consumers seem to pay particular attention to products of animal origin



**Meat: 78%**



**Fish: 54%**



**Fruit and vegetables: 50%**



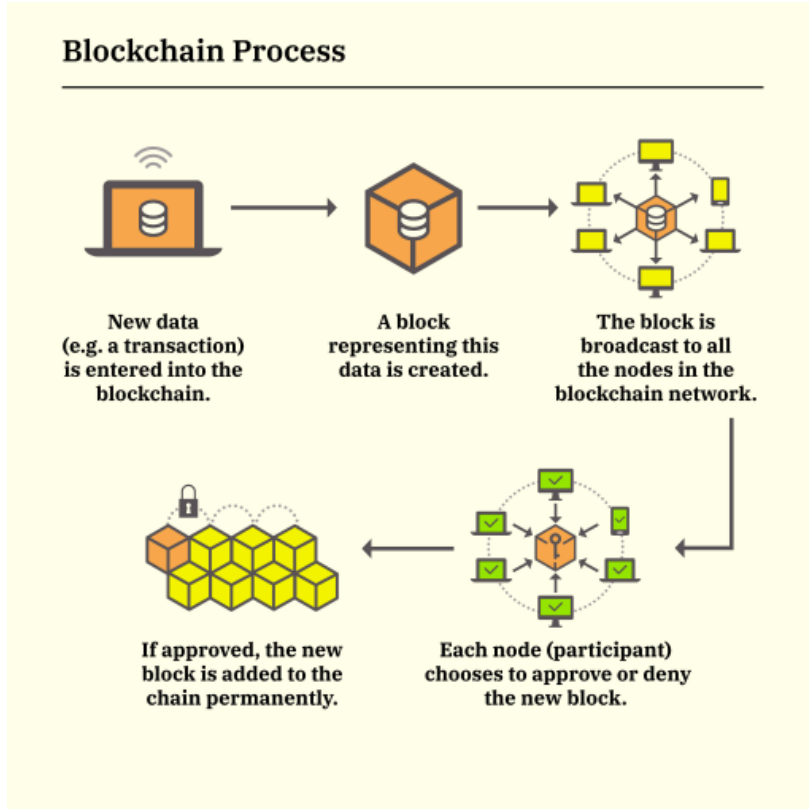
**Olive oil: 46%**



**Dairy products: 35%**

## 4- What is Blockchain technology ?

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### Blockchain

- Allows collaboration in complete confidence between several entities without going through a central authority
- Transmit and store information securely and transparently
- Information transmitted in P2P way through transactions
- Absence of central authority -> Decentralized network
- No SPOF (Single Point Of Failure)

## 5- State of the art of Blockchain projects

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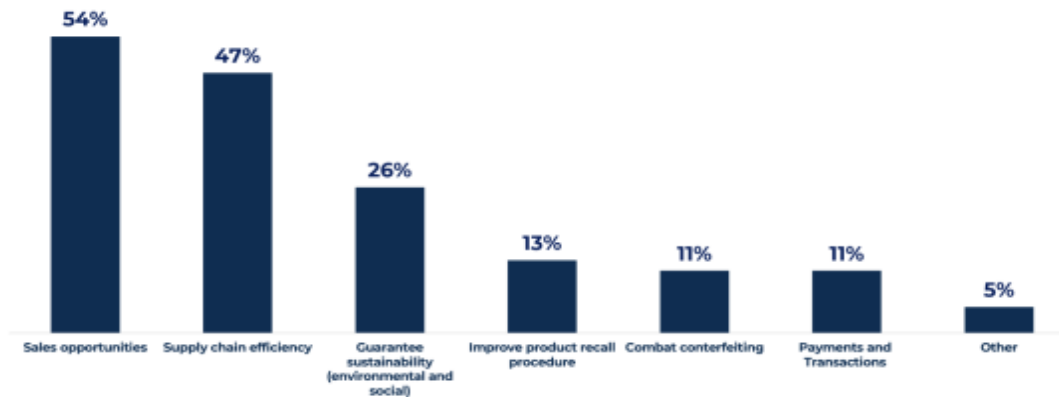
### Geographical distribution

- 1 Europe: 28% of projects
- 2 Asia: 17% of projects
- 3 America: 16% of projects

### Types of products traced

-  Animal origin: 28% of projects

### Objectives of Blockchain Agrifood projects distribution



## 6- Blockchain benefits in agrifood industry

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### For professionals



**Traceability** register  
standardizing information  
from different actors in the  
sector



**Ensuring** traceability records  
integrated into the  
Blockchain for compliance  
purposes



**Customization** of display  
elements for the consumer  
(product sheet, story telling,  
etc.)

### For consumers



Development of a  
**relationship of trust** with the  
consumer through a strategy  
of transparency



**Storytelling** of the history of  
animal breeds, the breeder,  
as well as certification labels



Reinforcement of the **brand  
image** through exposure of  
good practices

## 7- Workflow

Eat better. Inform better

BREEDER

SLAUGHTERHOUSE

TRANSFORMER

BRAND

DISTRIBUTOR

Ferme de Frontrubleau



Abattoir de Courserans



Atelier Cowrrézien



Hachés de France



Cheville, Bouchers &



Breeder  
storytelling  
Animal data

Slaughter data  
Generation of  
certificates



Processed  
product data  
Generation of QR  
codes



Printing of QR  
Codes on  
products



Display of the QR  
Code in store



Plateform  
LABEL FOOD CHAIN

Encrypted  
database



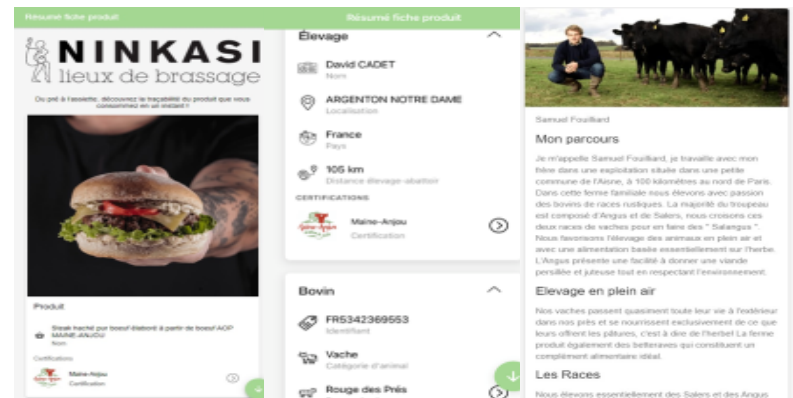
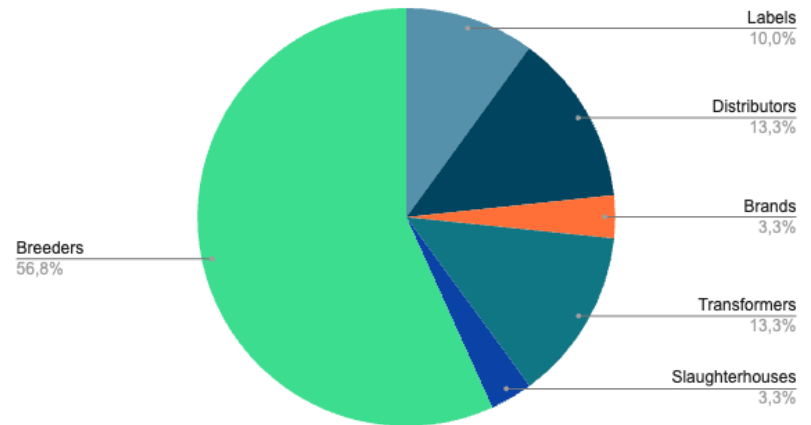
Blockchain

## 8- First experiment results Eat better, inform better

### Experiment with Hachés de France

- Average loss of 24% of information without using a common platform
- Regarding remaining 76% of information, provenance is ensured
- Only hash of data objects are stored on blockchain -> Confidentiality

Distribution of participants



## 9- How to do better? (feedback)

### Eat better, inform better



#### What was good?

- Hachés de France drove the platform adoption in this experiment to all stakeholders
- Integration to existing IT systems without any changes
- Data provenance ensured to all stakeholders
- Guarantee of labels (self declarative)
- Less information lost in the process



#### What should we improve?

- No global standards for data traceability
- API missing on most used software to automate information retrieval
- Consumers do not fully understand yet blockchain benefits
- Consumers want traceability, but do not check often when exposed
- Not enough decentralization of blockchain projects
- Difficulties to involve all traceability stakeholders to fill data

**Thanks!**



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