

Blockchain: The Facts & Fiction Surrounding an Emerging Technology

Julie McGill, FoodLogiQ
VP of Supply Chain Strategy & Insights
March 2, 2020

Agenda

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

About Blockchain

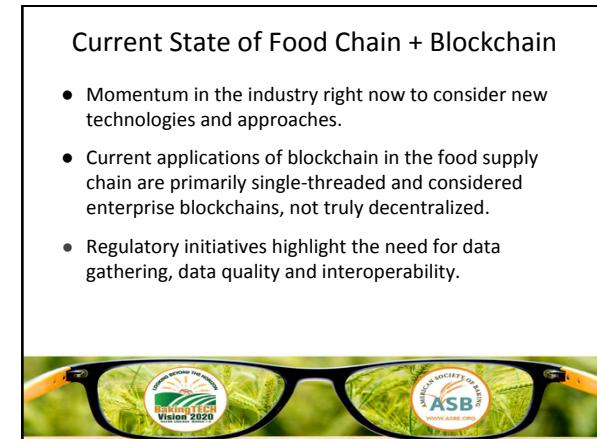
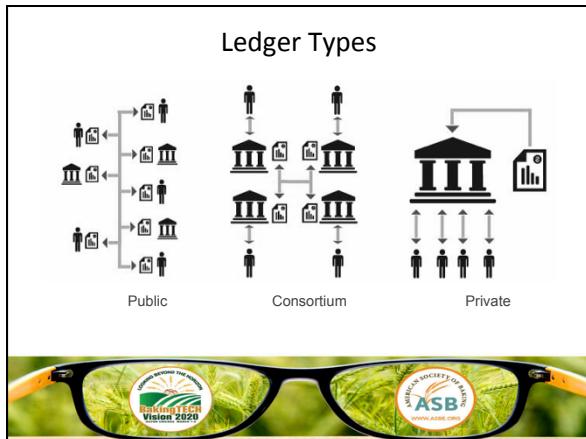
What is it? A digital ledger where all transactions are recorded chronologically and publicly.

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



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

The diagram highlights several FDA focus areas:

- Tech-enabled Traceability and Outbreak Response**: Includes a megaphone icon and a person at a computer.
- Welcome to FDA's New Era of Smarter Food Safety**: A central circular icon.
- Smarter Tools and Approaches for Prevention**: Includes a checkmark icon and a barcode.
- New Business Models and Retail Modernization**: Includes a storefront and delivery truck icon.
- Food Safety Culture**: Includes a hand washing icon and a house icon.

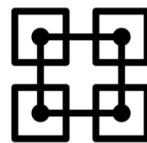
Source: FDA New Era of Smarter Food Safety

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.



Will Blockchain Really Make Us...



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



Managing Misconceptions



- Traceability ≠ 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.

