

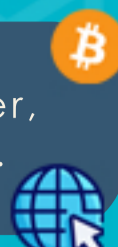
THE BLOCKCHAIN

WHAT?

A blockchain is a huge database shared between all the members of a network



The **Blockchain** is like a large-scale ledger, with transactions available via the **web**.



DID YOU KNOW?

6 days

18 hours & **26** min.

time taken by large and medium-sized retailers to trace the origin of a product.

1 / 10



gets sick from eating contaminated food, every year.

1.3 billion tons

of food go to waste every year, around the world.

THE BENEFITS OF BLOCKCHAIN

Supply chain



Enables traceability of goods in real time

Check



Certifies the creation of data / files

Services decentralised

Actions with execution automated (data)

THE PLAYERS IN THE CHAIN AT INGREDIA



1

Suppliers of feed



2

Dairy farms



3

Truck collection



4

Saint-pot-sur-Terroise factory



5

Local specialty stores



6

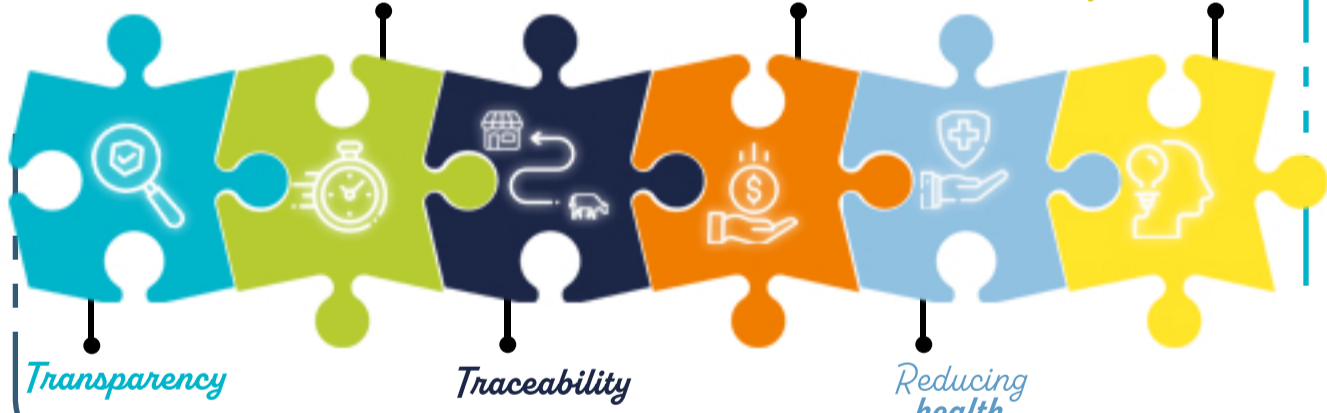
Consumers

THE + OF BLOCKCHAIN

Time saving

Lower costs

Recognition of know-how



THE ADVANTAGES TO BE TRANSPARENT

Confidence

Ensuring product quality, to create a bond of trust with the consumer.

Certification

Guaranteeing high-quality milk to our customers.

Accessibility

Access to information with details, quickly, in real time by scanning a QR code.

Valuation

Promoting the work of breeders through a web app.



Sources:

- John Spink, Michigan State University, 2014
- <http://fortune.com/2017/08/22/bitcoin-ethereum-blockchain-cryptocurrency/>
- OMS, « Maladies d'origine alimentaire : près d'un tiers des décès surviennent chez les enfants de moins de 5 ans », communiqué de presse, 3 décembre 2015. Sur le site www.who.int
- <http://www.fao.org/save-food/resources/key/findings/en/>