

Blockchain & Agrifood : alcuni esempi pratici

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As we do every week, here is our regular feature dedicated to the innovative world of Blockchain.

Having previously touched upon and discussed the link between blockchain and the agri-food sector ([here](#)), and how this technology can be a valuable ally, today we shall examine some practical examples of its application.

The potential of this technology is making inroads into numerous sectors of industry and commerce, including agriculture and, more broadly, the food sector. Several studies, such as the one conducted by the Food Marketing Institute, a US research centre, have shown that 44 per cent of consumers demand detailed information on how the food they buy is produced. Furthermore, the report compiled by Grand View Research, a Californian research firm, has highlighted that the blockchain revolution could radically transform the global food industry, in which every product can be tracked in real time from farm to fork, with substantial economic benefits for the companies involved. It has been demonstrated that the economic benefits associated with the use of blockchain in the livestock sector could lead to savings of 80% on traceability systems.

The advantages of this technology are many, but now let's look at some case studies of the application of Blockchain in the world of Agrifood.



<https://food-chain.it>

FoodChain

An Italian start-up that combines a passion for food with a passion for technological innovation. Blockchain technology is used to track raw materials and food products throughout the entire supply chain, making the data accessible and shareable via the web and mobile devices to anyone wishing to view it. Through unique codes applied to the products, all data relating to the production and distribution supply chain is made available. The codes generated are QR codes and NFC/RFID tags, and data can be collected in various formats without any size restrictions. A practical example of this is FOODCHAIN FOR COFFEE SAN DOMENICO, in collaboration with the Slow Food Presidium; an island in the Gulf of Guinea where large quantities of coffee grow wild, and thus the first process was born that will lead to the traceability of the first certified coffee supply chain.

WINE Blockchain EY

EY Italy has developed the first solution for world for the traceability of the supply chain for wine production of wine.

Thanks to a smart label (QR code) affixed to the wine bottle, consumers will be able to check the product's 'digital identity card' – covering everything from ownership to the entire process of cultivation, production and processing of the wine, right through to its distribution – using their digital device, smartphone or other mobile device. Cantina Volpone was the first

winery in the world to certify the supply chain of its Falanghina wine on the blockchain, with the aim of guaranteeing the provenance and quality of the finished products. This is further proof of the transparency the winery is committed to maintaining for its customers, confident in the quality of its grapes and the excellence of its winemaking process.



<https://www.youtube.com/watch?v=d3QGvjPYFAw>

Demeter

Demeter was founded with the aim of “reinventing agriculture through blockchain”. The challenge is to establish a direct link producers with consumers, all over the world. Through a hub where you can “rent” and choose the size of your own “micro-field” anywhere in the world, without intermediaries. All you need to do is wait for your plot to bear fruit; you can then choose to have it delivered to your home or collect it in person from the farmer. This creates a genuine community that establishes and defines the rules for issuing certifications for truly organic food. A dynamic process that ensures control and quality at every stage. The platform operates using a virtual currency based on the Ethereum blockchain called *DMT*, through which you can buy fresh, local produce from anywhere in the world by getting in direct contact with local farmers. This system will ensure the security and



in the community.

These are just a few best practices in the process

of digitalisation of the agri-food sector. We find ourselves facing a new phase of the *blockchain*, the “*Food Chain*”; a decentralisation of the food sector which turns out to be

synonymous with transparency and accessibility, capable of re-creating a new value of food and a new concept of “ *consumer - actor*”.

Fonte: <https://www.ruralhack.org/en/blockchain-agrifood-alcuni-esempi-pratici/>