Practice Abstract

A digital passport for food products

Description

By implementing a digital food product passport utilising blockchain technology, food traceability can be revolutionised, ensuring every step from farm to table is meticulously documented in a transparent and secure manner. This innovation yields a plethora of key benefits:

- Enhanced trust: Consumers gain unprecedented insight into the journey of their food, fostering trust and confidence in the products they purchase.
- Combatting food fraud: The immutable nature of blockchain can a powerful deterrent against tampering and counterfeit products, improving authenticity and integrity.
- Operational efficiency: Farmers and suppliers streamline their operations through better tracking mechanisms, resulting in reduced losses and optimised supply chain management.

Some practical recommendations for the implementation of a food passport are as follows:

- Leverage market transparency: Utilise the transparency afforded by blockchain to differentiate products in the market. By emphasising the ethical and traceable nature of products, the growing consumer demand for responsible sourcing can be catered for.
- Empower quality control: Verified products can command higher prices, increasing profit margins.

Capitalising on premium pricing: Verified products can command premium in the market. This can be capitalised by positioning products as premium and ethically sourced, thereby maximising profit margins. For farmers and end-users, this means meeting consumer demands for sustainability and transparency, leading to better product quality, trust, and potentially higher revenues. Blockchain not only streamlines operations but also opens new markets, offering a competitive edge in increasingly conscientious markets.

Author(s)

Paraskevas Bourgos
Netcompany
paraskevas.bourgos@netcompany.com

Stakeholders

Food Industry
Food Safety Authorities
Policy Makers
Consumers
Academic and Research Community
Industry Association
Trade Organizations
Technology and Data Analytics Experts
Supply Chain Partners

Country

Worldwide

Funded by the European Union

This work was conducted as part of the Watson project, funded by the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101084265.

A holistic frameWork with Anticounterfeit and inTelligence-based technologieS that will assist food chain stakehOlders in rapidly identifying and preveNting the spread of fraudulent practices

watson

About Watson

Watson is a 3-year project funded by the Horizon Europe programme, aimed at tackling fraudulent practices in the food supply chain. Our interdisciplinary consortium of 47 partners from 20 EU and non-EU countries is collaborating to develop a holistic traceability framework that integrates data-driven services, intelligence-based toolsets, and risk-estimation approaches, enabling food safety authorities to detect and prevent food fraud more effectively.

Visit us

Website

Facebook

LinkedIn

Instagram

X (Twitter)

Watson Partners

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

Funded by the European Union

This work was conducted as part of the Watson project, funded by the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101084265.