A New Era of Food Transparency

Powered by Blockchain

Walmart

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Food Safety Innovations
Food System is Changing

1980s

15,000

2000s

50,000

2020s

endless shelf
Spinach Outbreak

199 Cases, 31 HUS, 3 Deaths, 26 States

E. coli

Due to the spinach recall, we are out of all spinach until further notice.
Americans told to toss romaine lettuce over E. coli fears

- 210 people infected, reported from 36 states
- 96 people hospitalized, 27 people with kidney failure
- 5 deaths reported from Arkansas, California, Minnesota (2), and New York

as of 8/10
Summer of Salmonella

Kellogg’s Honey Smacks Recalled Amid Salmonella Outbreak Investigation

FDA Investigated Multistate Outbreak of Salmonella Braenderup Linked to Shell Eggs from Rose Acre Farms

Ritz Crackers salmonella recall: 6 products to avoid right now

Melons Are Being Recalled Over Salmonella Fears in More Than 20 States

Pepperidge Farm Recalls Goldfish Crackers Amid Salmonella Scare

Raw Turkey Is Connected to Salmonella Outbreak Affecting People in 26 States
The cost of foodborne illness in the U.S. alone ranges from $55 - $93 B. Inability to track & trace results in larger outbreaks & implicates safe products. Food fraud incidents cost the industry $10-15 B annually. One-third of all food goes to waste. In the U.S., consumers throw away $29 B annually. Leads to accountability, responsibility, & TRUST. Consumers are demanding it.
Farm to Store

Sell by Date: 01/07/17
Total Price $4.78
Price per LB $4.78
Net Wt. 16 OZ (454g)

6 Days, 18 Hours, 26 Minutes
2.2 Seconds instead of 7 Days
Beyond Traceability - Transparency
Transparency

Anonymity
SCALING TRUST
in the food system with blockchain

11 MAJOR BRANDS

25 FOOD SKU’S TRACKED

4M FOOD PACKAGES TRACKED

266K TRACEABILITY EVENTS
SCALING TRUST
in the food system with blockchain

Walmart Food Traceability Initiative: Fresh Leafy Greens

September 24th 2018
• Launched Requirements for Fresh Leafy Greens

January 31st 2019
• Compliance Date for Direct Suppliers

September 30th 2019
• Compliance Date for End-to-End Traceability
FOCUS on the CUSTOMER
safe, affordable, & sustainable food, so people can live better.