

# Focus on food freshness



## In pursuit of fresher food

The demand for fresh food is more than a passing fad—66% of U.S. consumers have increased their spending on fresh food over two years running.<sup>1</sup> That was before the pandemic struck, when tons of fresh food bound for shuttered schools and restaurants went to waste. As the food supply chain adjusts to the new normal, food freshness is even more important. **More than 50% of consumers don't feel safe in stores** and now shop less frequently, so they need food to last even longer.<sup>2</sup>

*What's spoiling our efforts to optimize food freshness?*



## Food travels far before reaching your plate

Grocery stores are a hub of globalization. On average, more than five countries are represented on American plates.<sup>3</sup> This can contribute to increased spoilage in fresh food, due to extended time in transit and storage.



## Food chains are becoming increasingly complex and global

Fresh produce now spends up to 50% of its shelf life in transit from paddock to retailer<sup>4</sup>. Complex supply chains, along with gaps between producers, distributors and retailers, decrease the velocity of travel and increase challenges to maintaining food freshness.



## Poor visibility creates product loss and decreases margin

As food begins its post-harvest transport, it basically becomes invisible, making it difficult to pinpoint what happens to the 33% of our global food supply that is lost or wasted.<sup>5</sup>



## Blockchain for the food system

A digital food supply chain powered by blockchain enables full transparency across the food ecosystem so that retailers are able to provide fresher options (with increased shelf life) to their consumers, leading to reduced product loss and increased margins.

### End-to-end traceability

Track how fresh food really is and how long it's been traveling in real-time to confidently understand remaining shelf life.

### Full transparency

Top-to-bottom visibility into the food chain enables companies to know exactly where food is coming from and the conditions under which it was shipped.

### Supply chain efficiency

Access to secure transactional data, temperature data and inventory levels, for example, allows your team to make proactive decisions based on that data that can optimize and improve efficiencies in the supply chain.

*IBM Food Trust works with each member of the food ecosystem to achieve new levels of trust and transparency, making food safer and smarter from farm to fork. It enables companies to collaborate and digitize records, which increases visibility during each step of the food supply chain.*

## Manage food freshness with IBM Food Trust

IBM Food Trust creates a secure, shared and permissioned record of transactions. It consists of different modules designed to help participants in the food system—producers, suppliers, manufacturers, distributors, and retailers—provide fresher, sustainable and safe food to the end consumer.

The **Trace** module allows users to securely and transparently trace the status of fresh products at all locations, and be alerted to those at risk of expiring.

With the **Documents** module, users can prove food provenance and authenticity by securely managing certificates and documents along the supply chain. Having access to such documents and data helps to eliminate inefficiencies in your network that lead to food waste.

The **Consumer** module shares the journey of fresh food from farm or sea to shelf, connecting shoppers to information about origin and picking, production or catch dates.

**For more information** contact your IBM representative or visit [ibm.com/food](https://ibm.com/food)

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