

FOCUS ON

# FOOD FRESHNESS



## THE PURSUIT OF FRESHER FOOD

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The demand for fresher food is more than a passing fad. Fresh food purchases have steadily outpaced other food and beverage departments for the past several years, making up a third of all supermarket purchases in 2017<sup>1</sup>. Yet, even as consumers, distributors and retailers, alike, heighten their scrutiny for freshness from harvest to shelf, **\$7 billion worth of fresh food still spoils** before ever reaching a consumer in North America alone<sup>2</sup>.

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

### *Food travels far before reaching your plate*

On average, American meals travel 1,500 miles from farm to fork<sup>5</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>3</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 5% of our global food supply that never hits shelves due to losses during transit and storage<sup>4</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, inventory, etc. allows your team to make proactive decisions based on that data that can optimize and improve efficiencies in the supply chain.

### What is IBM Food Trust?

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.

## APPLYING IBM FOOD TRUST TO FOOD FRESHNESS

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 - from 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 **Certifications** 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 **Data Entry and Access** module enables participants to upload, manage and access transactional data, gaining visibility into inventory across locations.

### *For more information*

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



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<sup>1</sup><https://www.newhope.com/market-data-and-analysis/food-transparency-drives-growth-fresh-departments>

<sup>2</sup><http://www.vantrumpreport.com/walmarts-new-tech-could-save-2-billion-in-food-waste/>

<sup>3</sup><https://www.logisticsbureau.com/7-things-that-matter-most-to-fresh-supply-chain-leaders/>

<sup>4</sup><https://qz.com/1065320/this-is-why-5-of-the-global-food-supply-never-makes-it-to-store-shelves/>

<sup>5</sup><https://cuesa.org/learn/how-far-does-your-food-travel-get-your-plate>