

From trust to truth : leveraging blockchain technology for food traceability

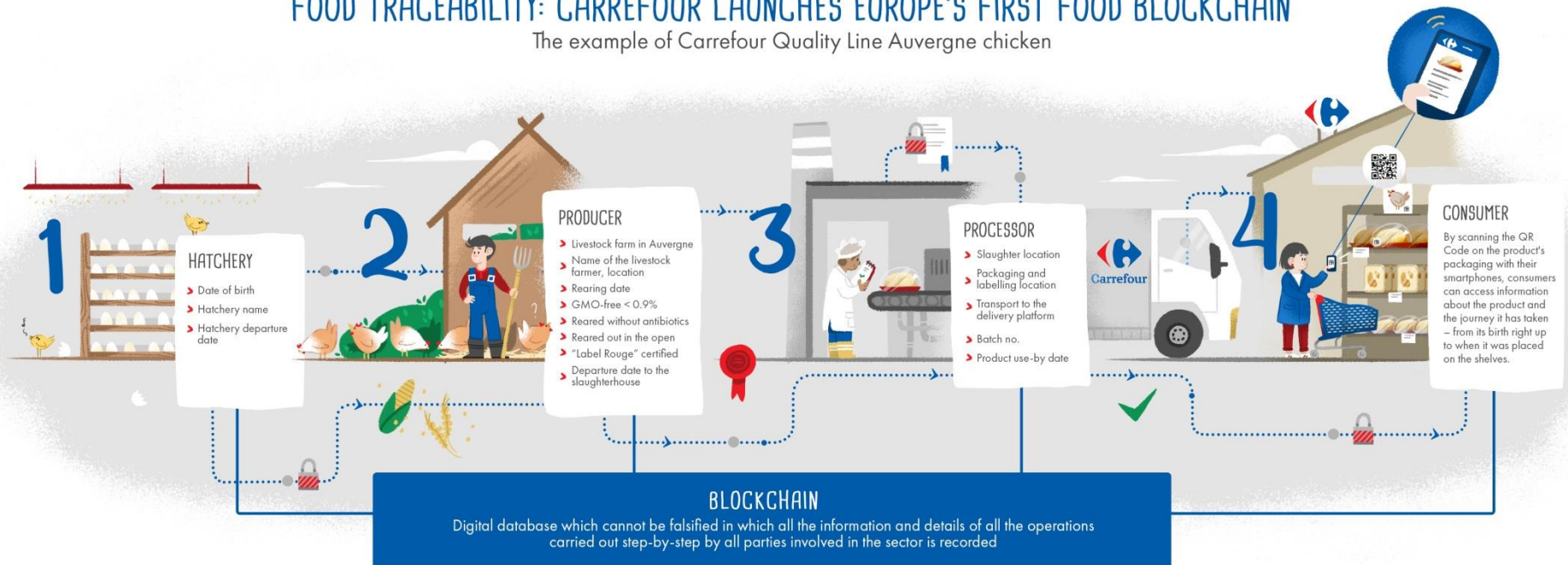
Carrefour France

Emmanuel Delerm – blockchain program director

Europe's First Food Blockchain: Carrefour Quality Line Chicken

FOOD TRACEABILITY: CARREFOUR LAUNCHES EUROPE'S FIRST FOOD BLOCKCHAIN

The example of Carrefour Quality Line Auvergne chicken





Data published for the consumer: CQL Chicken

<https://pouletauvergneffc.carrefour.com/mobile.html?numerolot=121379003187&cmdcode=22537301&ean13=3560070739394>

18:23 92%
pouletauvergneffc.carrefour.com

Informations sur votre produit



Poulet fermier d'Auvergne jaune filière qualité Carrefour

A consommer jusqu'au : **13/01/2018**

A conserver au froid jusqu'à 4°C
A cuire à coeur



INCUBATION
né le 02/10/2017

Couvoir :
Couvoir De Bourgogne


Départ du couvoir :
le 02/10/2017



Shelf life & Hatchery information

18:23 92%
pouletauvergneffc.carrefour.com

Informations sur votre produit





ELEVAGE
du 02/10/2017 au 03/01/2018

Par :
Thibault D'AUBIGNY

Lieu :
VILLEBRET

Elevage :
Fermier, en plein air, label rouge certifié par Certipaq

Sans traitements antibiotiques

Breeding information

18:24 92%
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Informations sur votre produit



ALIMENTATION
Nourri sans OGM (<0,9%) aux céréales et soja français (100% de végétaux, minéraux et vitamines dont 75% de céréales minimum) selon 3 types de menus alimentaires.



ABATTAGE
le 03/01/2018

Abattoir :
Arrivé Auvergne dans le respect des normes d'hygiène et de l'animal



Lieu :

Feeding and slaughtering information



A french retailer launching the 1st food blockchain in Europe



- retail pioneer
- 12 000 stores
- 13 millions customers each day
- engaged in « food transition for all »
- « quality line » products
- strong partnership with the stakeholders
- knowledge of the field for 25 years
- ' + ' product
- joint engagement
- communication to customers, media & employees

The quality line chicken « blockchained » is a *première*,
in the scope of our vision 'Food transition for all'

Transformation plan Carrefour 2022 : 4 strategic pillars among which :
Redesign food offering to serve food quality



▪ **on food transition:**

'Tomorrow, Carrefour will spearhead the Food Transition for All. ➡ It's the challenge that we will need to face in this 21st century.'

▪ **on blockchain:**

'By 2018, the BlockChain system should be present in all Carrefour subsidiaries, they should lead by example in terms of traceability.'

▪ **on the 2017' experimentation:**

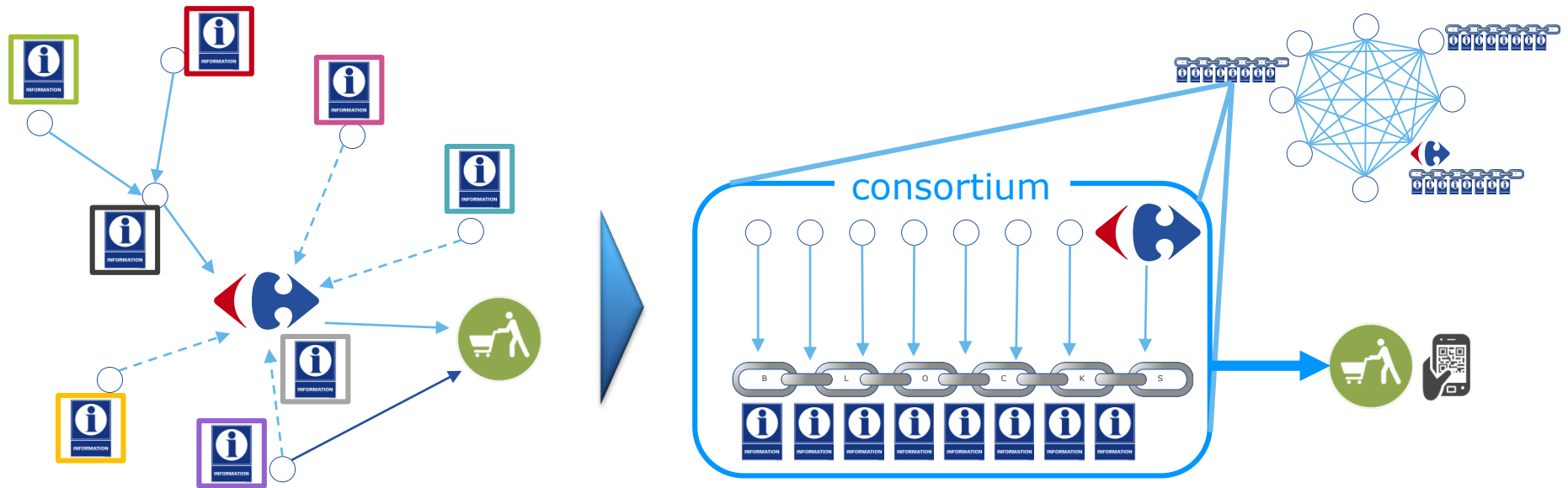
'We are now testing out an application of this technology on our bird-raising sustainability. Which we means that we can trace the entire journey of a chicken from the hatchery from its inclusion in our stores, going through breeding, feeding, care and indeed slaughtering.'

What's interesting with blockchain tech ?



- One distributed and shared ledger for all, immutable and guaranteed
- A consensus required from all to validate new blocks
- No hegemonic actor
- Designed to automatize processes and workflows
- Operationally efficient : less paper, collecting data directly from the emitting source

Organizing data into chain of blocks



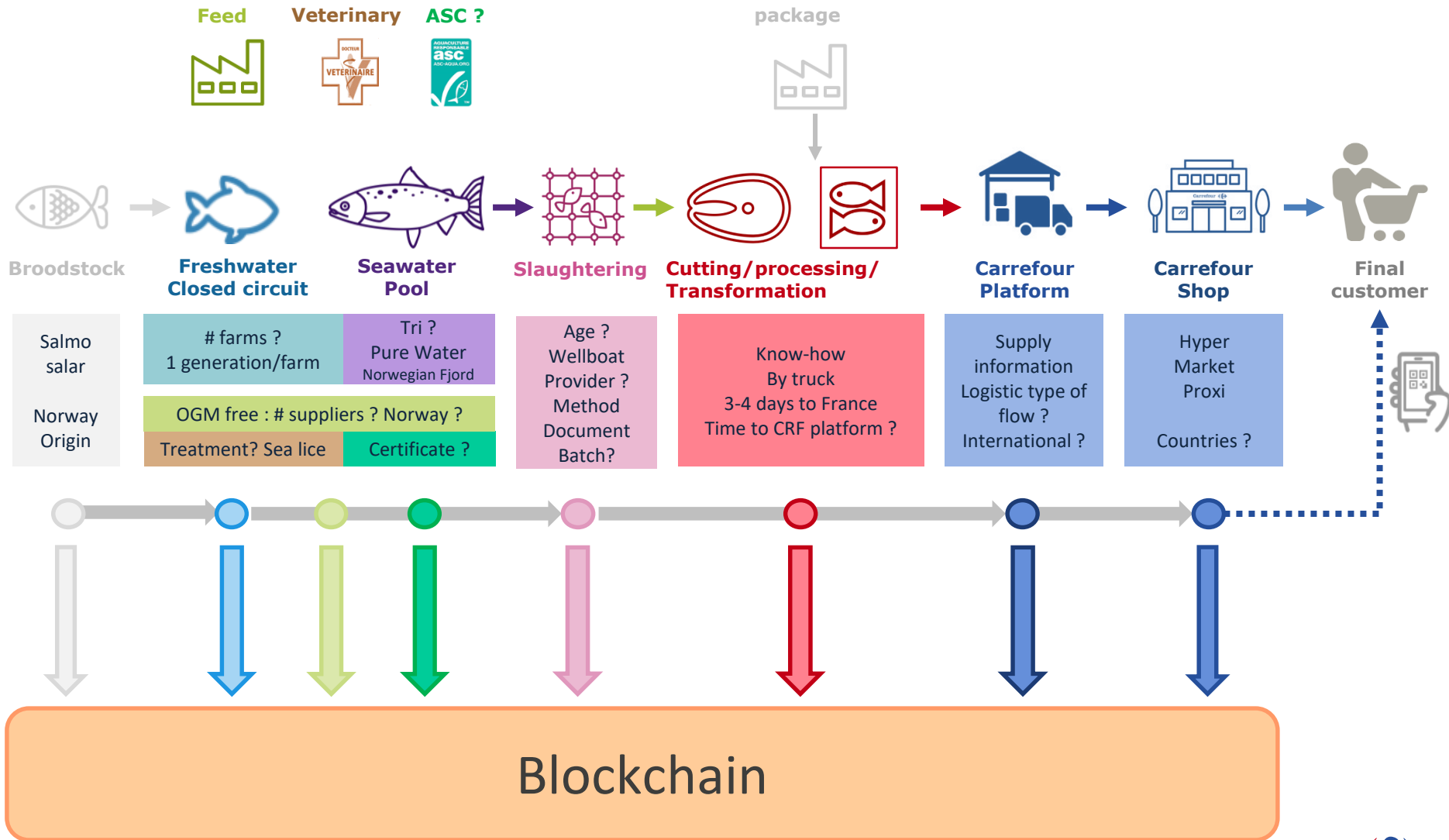
Without *blockchain*, informations are:

- retrievable but scattered
- reliable but not very accessible
- decentralised and fragmented
- under various formats.

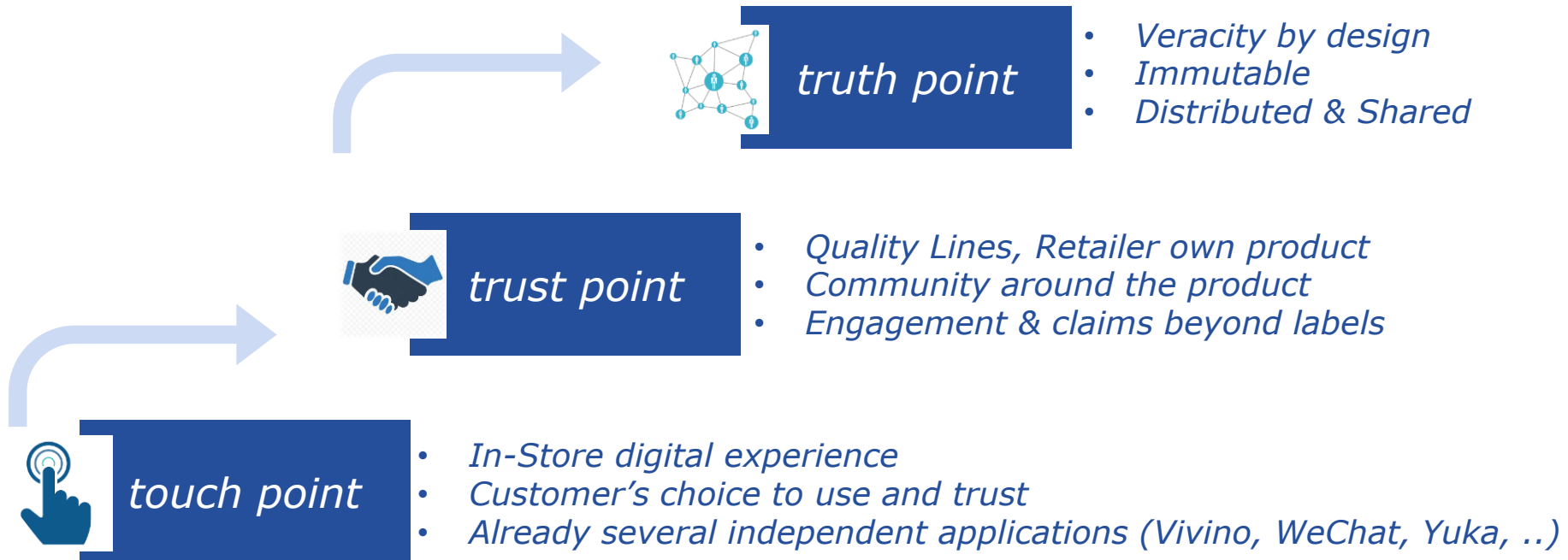
With *blockchain*, informations are:

- shared via logical events
- unfalsifiable, immutable
- mirrored, distributed
- secured.

Building the blocks : Salmon Quality Line with Leroy



Touch, Trust, Truth



Many thanks !

