

a New Era of Food Transparency

Powered by **Blockchain**



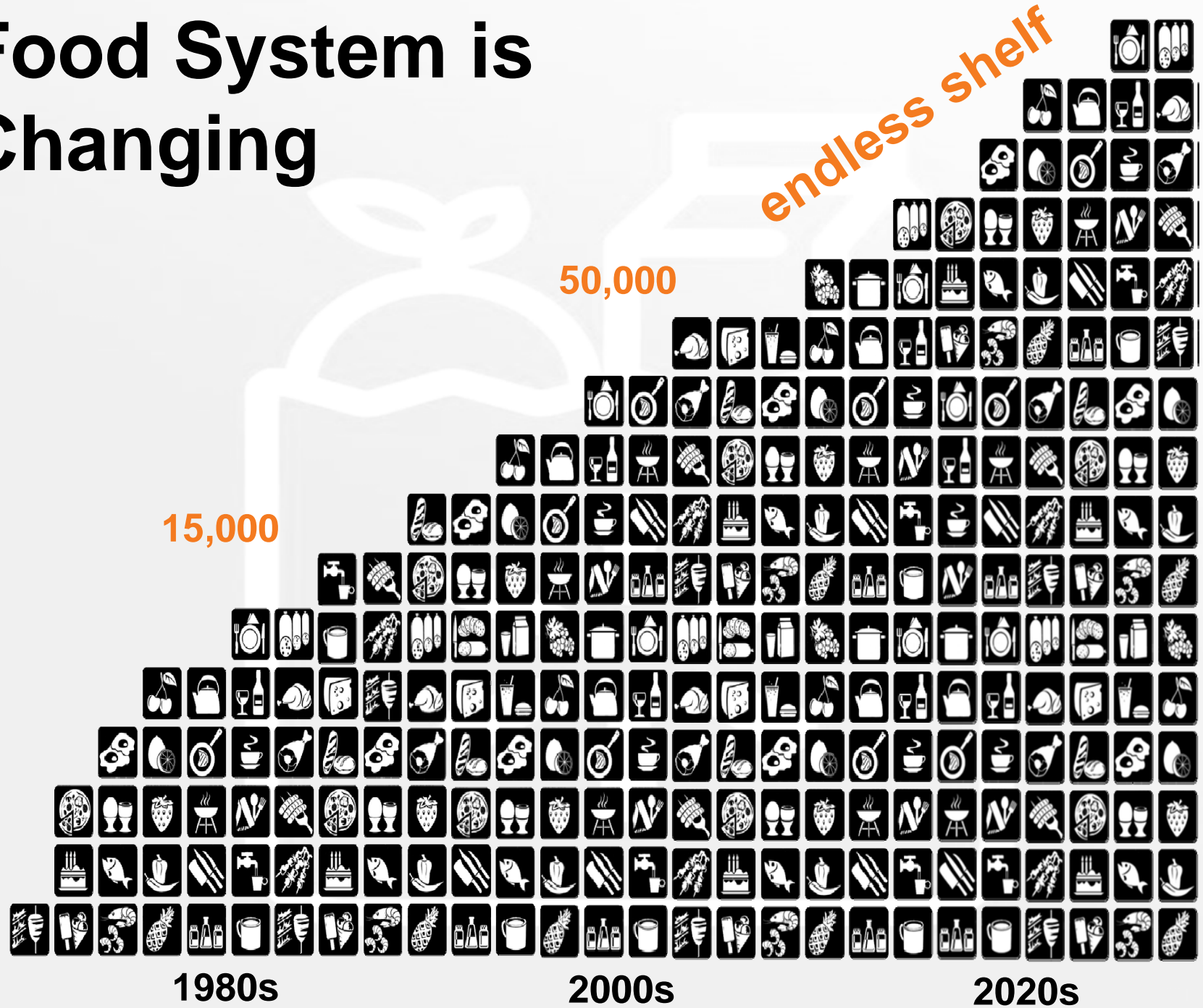
Walmart

Frank Yiannas
Vice President - Food Safety



@frankyiannas

Food System is Changing



The background is an abstract composition of organic, flowing shapes in shades of orange and black. A semi-transparent blue rectangle with rounded corners is positioned in the upper-left quadrant, containing the text 'Food System' in a bold, orange, sans-serif font.

Food System

Americans told to toss romaine lettuce over E. coli fears

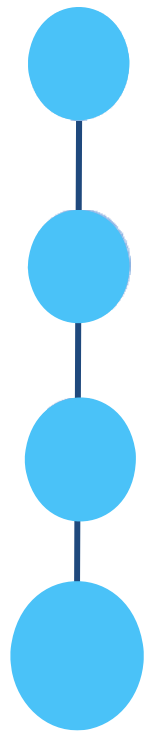


Why Blockchain?

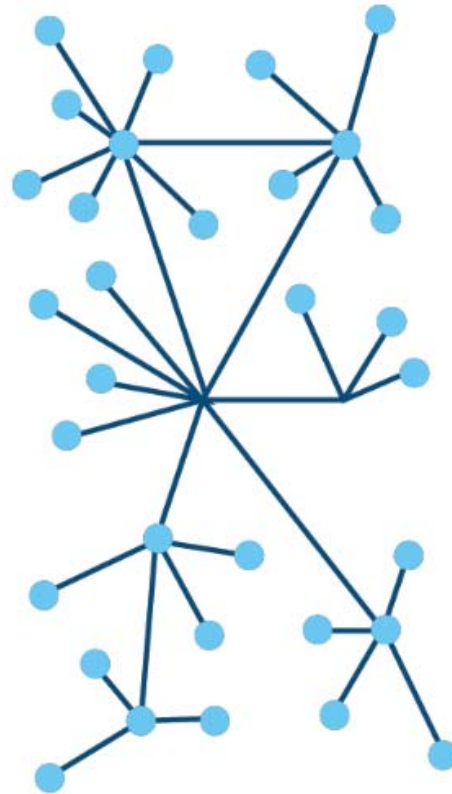


Blockchain....

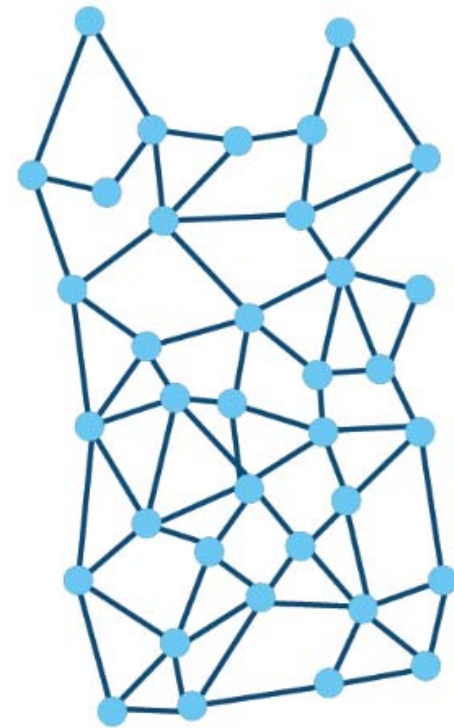
a decentralized and TRUSTED distributed digital ledger that is used to record transactions across a complex network so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the consensus of the network.



centralized



decentralized



distributed

Core features: **immutability , consensus , provenance, democratic, & TRUSTED**

Why a digital, transparent food system matters?

foodborne illness

The **cost** of foodborne illness in the U.S. alone ranges from **\$55 - \$93 B**



traceability

Inability to track & trace results in **larger outbreaks** & **implicates safe products**



food fraud

Food fraud incidents **cost** the industry **\$10-15 B** annually



regulatory requirements

Food Safety Modernization Act & enhanced **record keeping** requirements



freshness & food waste

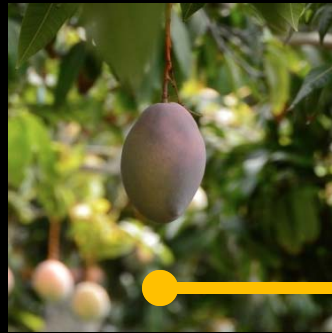
One -third of all food goes to waste. In the U.S., consumers throw away **\$29 B** annually



transparency

Leads to accountably, responsibility, & **TRUST**. Consumers are demanding it.

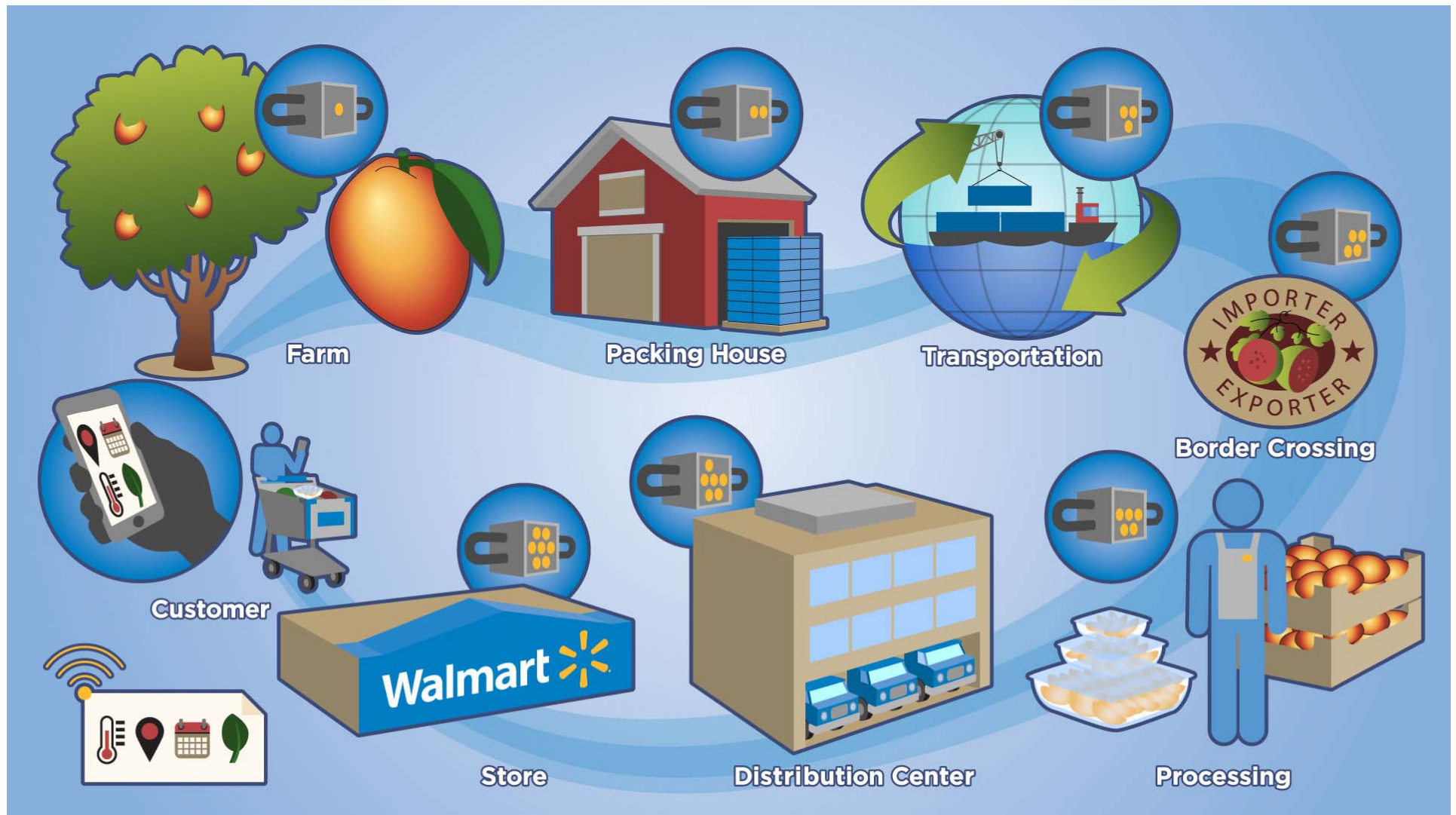




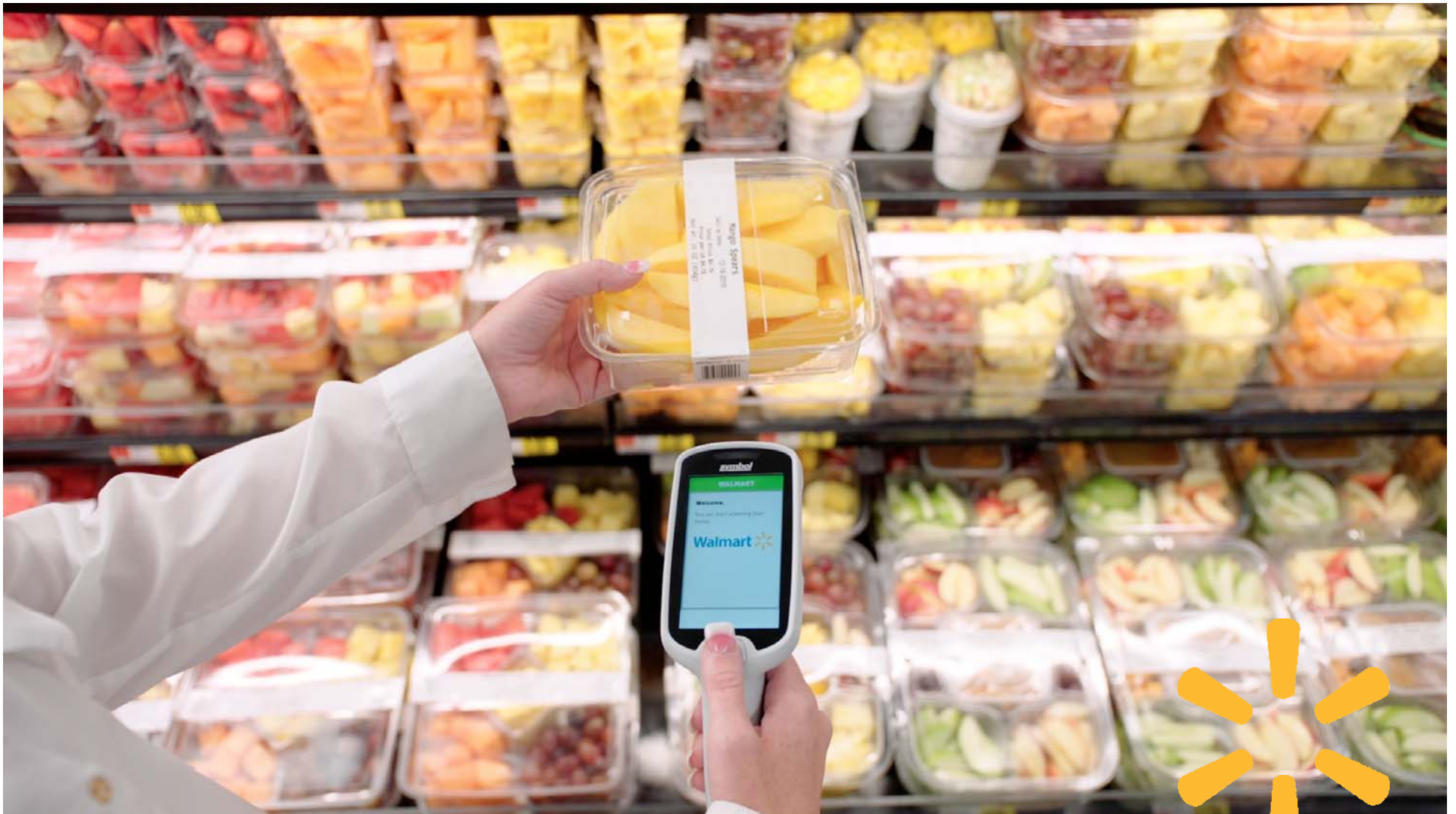
Farm to Store



Walmart IBM



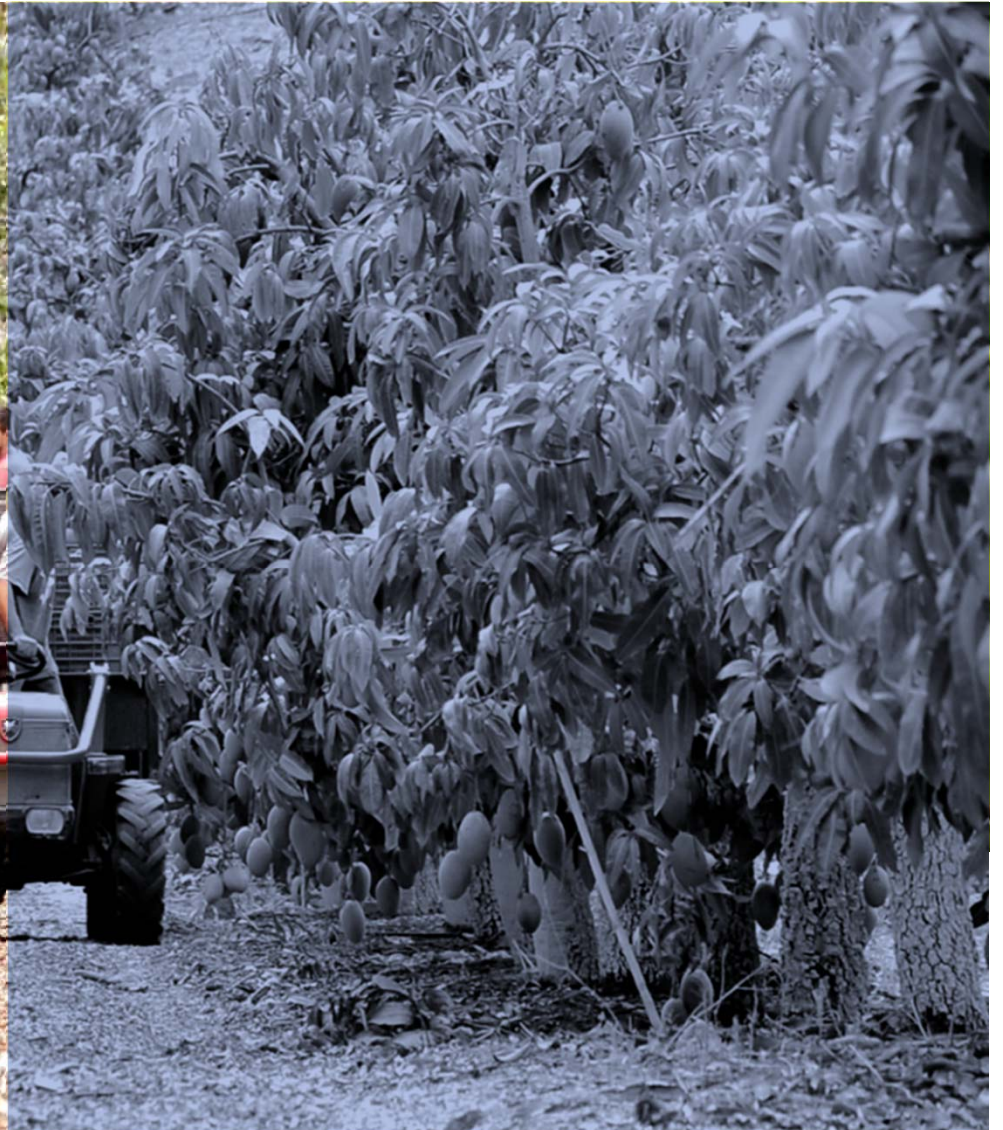
2.2 Seconds instead of 7 Days



Transparency



Anonymity



SCALING TRUST

in the food system with blockchain

10

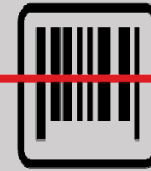
MAJOR
BRANDS



20+

FOOD
SKU'S
TRACKED

Great
Value.



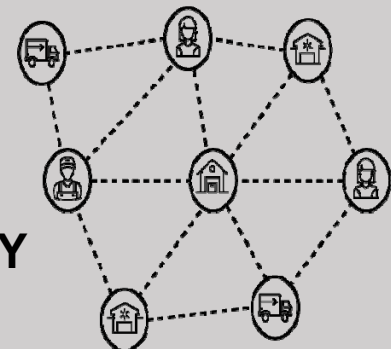
Millions

FOOD
PACKAGES
TRACKED



100

K
TRACEABILITY
EVENTS



April 2018

**safe, affordable, &
sustainable food,
so people can live
better.**

Walmart

