### Motivation / Background

Food Traceability is demanded by customers and industry, and mandated by Governments; but it is plagued by challenges:

- Food Supply Chain Complexity and Food Wastage
- Unharmonized global regulations
- Foodborne illnesses, Food Fraud, Food Recalls
- High cost of whole-chain traceability
- Shifting consumer preferences
- Non-Collaborative Trustless Inter-firm relationships

### Whole Chain Food Traceability Using Blockchain and IoT

#### Initial Results

- Suppliers
- Farmer
- Producer
- Consumer
- Distributor
- Retailer
- Customer

Data Capture and Tracking

Blockchain Network

Physical Flow

Digital Flow

### Expected Contribution

- Research of current food traceability implementations using Collective Case Study & Content Analysis methodologies.
- Analysis of key learnings, practical insights, business processes, failure points, and critical success factors of food traceability.
- Impact of Blockchain + IoT convergence on addressing the challenges of food traceability.

### Key Question / Hypothesis

1. How do the emerging technologies of Blockchain and IoT solve for the main challenges in food traceability?
2. What learnings and practical insights from the existing Blockchain + IoT use cases, startups and applications contribute to making food traceability a reality?

### Research Scope


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