

# Where does your food come from?

Blockchain applied on Digital Traceability

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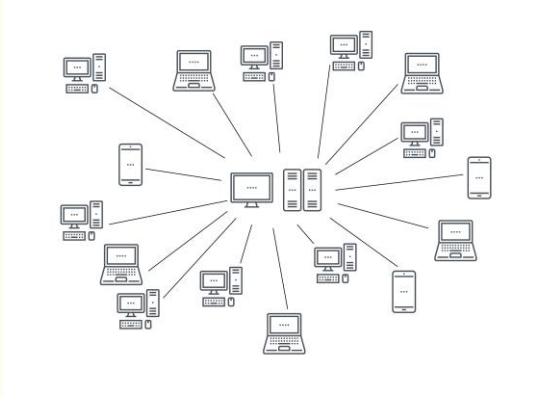
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# Do you know what you eat?

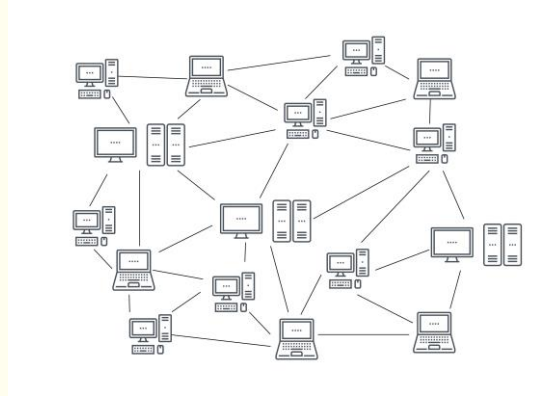
- How can we be certain that what we buy is really what we think we are buying?
- Should we trust labels?



# Blockchain technology



Centralised Database

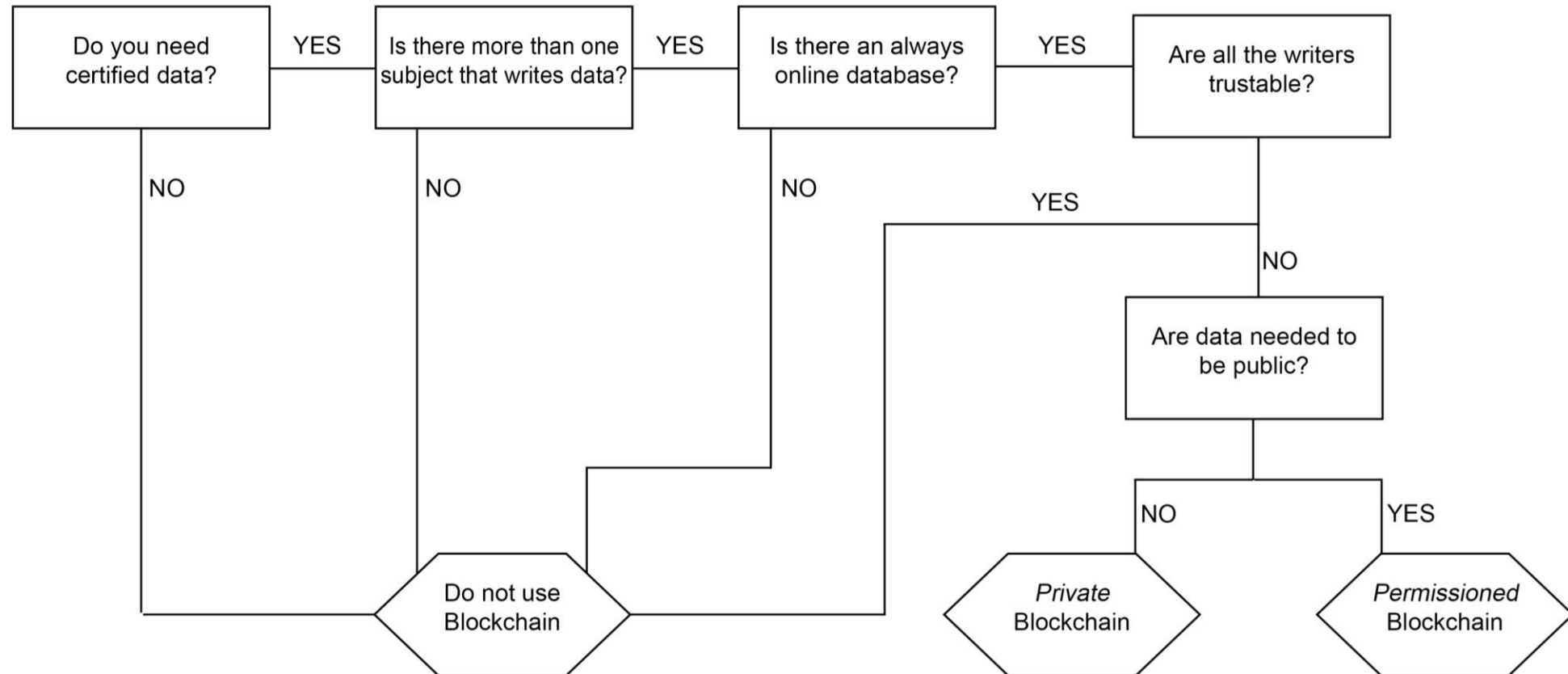


Distributed Database

- Its architecture and data encryption ensure:
  1. Immutability
  2. Safety
  3. Transparency
  4. **Traceability**



## Every supply chain is different: Blockchain or not?



## Saporare case study

- Divided in 2 parts
  1. E-commerce
  2. S-trace – traceability system
- Third party in the supply chain
- Acts as «Data Validator»



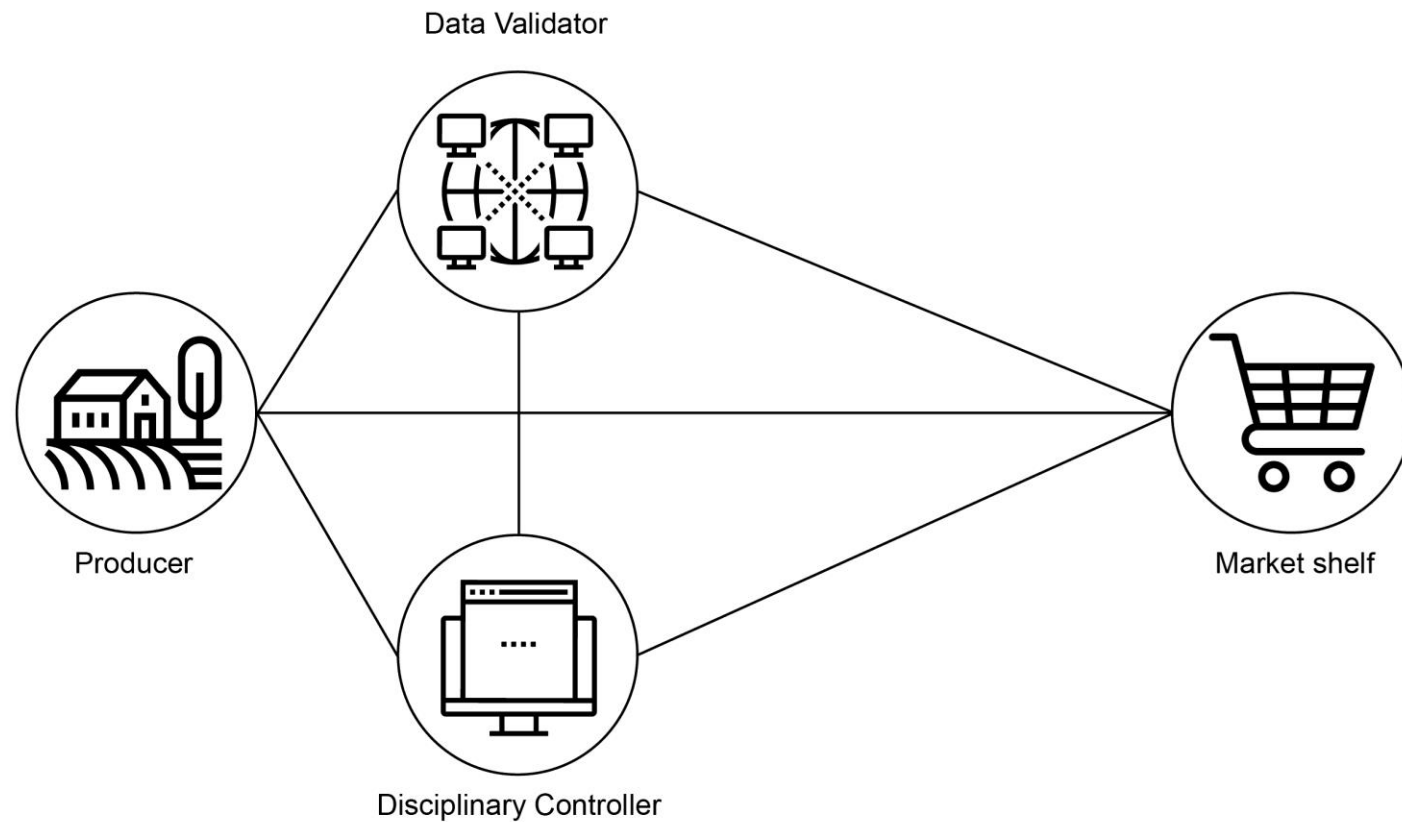
## Saporare case study

- Case 0: DOP honey and low temperature dried pollen



**SAPORARE**<sup>®</sup>  
— ITALIAN FOOD BOUTIQUE

## Saporare case study



## Advantages for consumers

- More **Information**
- Improved security
- Improved trust
- Improved **Power of Choice**

## Advantages for companies

- Improved customers' **trust**
- **Story telling**
- **Transparency**
- **Marketing** opportunities

## Advantages for control agencies

- EFSA, USDA, NAS, ecc.
- They can **block the sales** in case of frauds or contamination
- **Immediate access** to data
- **More control power**



# Blockchain limitations

- Complex technology
- Only few working use cases
- Integration with existing system
- Increase in cost for customers and companies
- Lacking in regulation
- ***Do we really want to show complete transparency?***

What do you think?



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December 1° 2020

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