




THE BLOCKCHAIN

The new disruptor in the fresh produce supply chain?

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What is the blockchain?



“Blockchain may have an impact on many things, and if you put it a bit dramatically, you actually have to put everything on the drawing table again. Is this still valid, this contract, or this way of dealing with business models, is it still relevant?”









Data sharing	Type of data Data quality
Governance	Need for a governance structure?
Technical issues	Emerging state of the technology Scalability
Social adoption	Need for all parties to join

Data sharing



“Transparency, in the sense that we have it today, is not yet wanted and desired and the level is not clear yet.”

“The problem is that the things you put on the blockchain, they will stay there forever, so if you put things on the blockchain that are not true, it will stay there forever as well.”

Data sharing



“It is mostly identifiers that you should put on a blockchain, rather than the data itself. Otherwise you will get a huge amount of data on the blockchain, which is just impossible. It is also not necessary, because a blockchain is more a register of goods, and not an administration of goods.”

Governance



“I think you would be defeating the purpose if you are trying to create a governance structure over the top of the encrypted capability it has.”

“In its purest form, the blockchain will not have any intermediaries anymore, which takes away a certain governance and trust. Something will have to replace this.”

Technical issues



“Actually the barriers are technical barriers. Because the technology needs a certain amount of capacity, and we are still not at that amount of capacity. Recording capacity.”

Social adoption




“To attain the whole chain traceability, you got to have the retailers and food service distributors totally embrace the technology, because they are the driving force. The grower, shipper, and those in the middle of the supply chain, may not participate because they need the demand side to say yes, this would be a good path to take for traceability and we should move forward.”

Social adoption



“You cannot say my food is safer than yours. If your food is not safe, than my food build next door may not be either, so you will never say that.”

“The dealmaker, or the deal breaker, is really that for the technology of blockchains to work in the optimal level, and to get the greatest level of value from it, you have to deploy it in a supply chain that considers itself a value chain, not a supply chain.”



The disruptive power of the blockchain