

UNITED FRESH CONVENTION & EXPO

Blockchain in Real Life

Session sponsored by:







The Dole Blockchain Experience

What does it really mean for business?

Chicago, IL June 12, 2019



What is Blockchain?

A shared ledger technology that allows any participant in the business network to see the system of record



Shared Ledger

Decentralized system of record



Consensus

All parties can agree to each network verified transaction.



Smart Contracts



Privacy

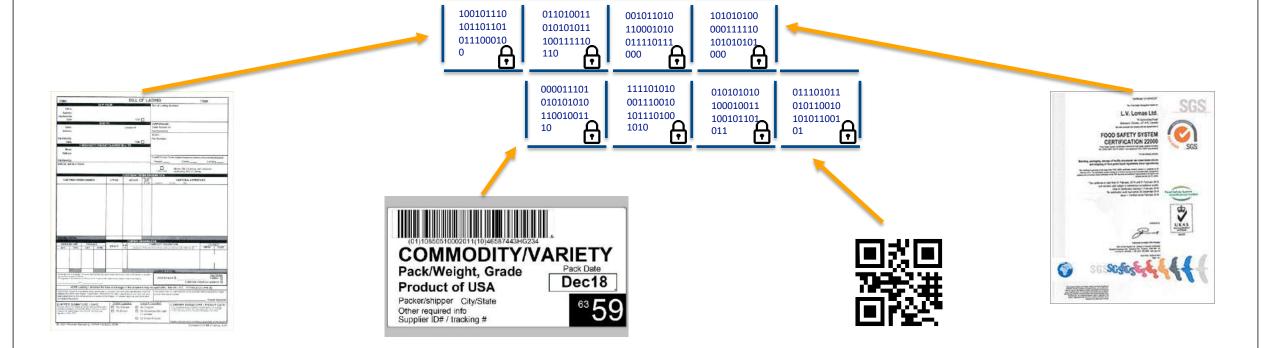
Imbedded business terms which Ensures appropriate visibility for each can be executed with transactions secure, authenticated, and verifiable transaction.



What Goes on the Blockchain?

How does my document get from here to there?

Companies decide what to put on the blockchain. Data provided by companies is processed by algorithms into cryptographic hashes which guarantees authenticity and security of data.





Market Access

Blockchain benefits enable new business models



Saves time

Transaction time from days to near instantaneous



Removes cost

Overheads and cost intermediaries



Reduces risk

Tampering, fraud & cyber crime



Increases trust

Through shared processes and recordkeeping



How to Implement Blockchain

The Dole experience

- Process mapping
 - Detail all steps
 - Engage all players
 - Identify data sets
 - Understand transaction points
- Data scrubbing
 - Data integrity
 - Garbage in-Garbage out
 - Gatekeeper function
- Data exchange
 - Develop EDI
 - Ensure ability to receive data (ASN or scan)
 - Alignment of GS-128 Al codes
- Execution
 - Must execute against the SOP
 - Accountability





Questions





Blockchain in Real Life

Tackling Product Data Quality for Enhanced Traceability



WHO WE ARE

SUBWAY

The world's largest restaurant chain with nearly 42,000 sandwich shops in more than 100 countries.



The Subway® Franchisee-owned supply chain organization dedicated to the best value in products and services.

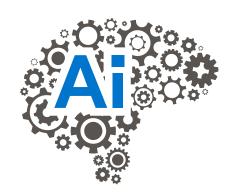
New **Technologies Impacting** the Food **Supply Chain**











BLOCKCHAIN









We Are Not Alone Other Members of the GS1 US Foodservice Standards Initiative











































Traceability Pays Off.

Visited: 5,700 restaurants

= \$500K

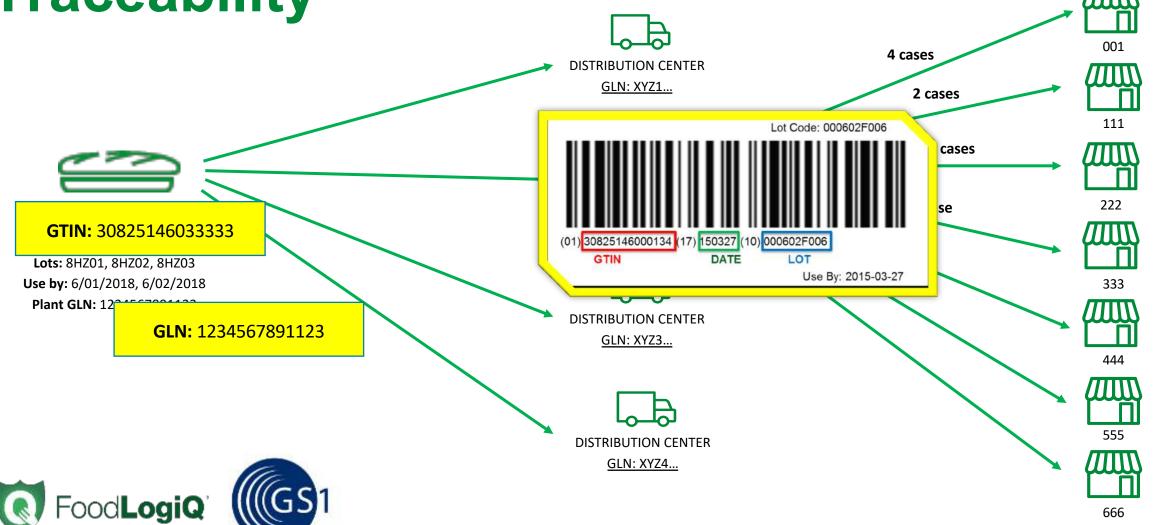
Impacted: 980 restaurants

S = \$81K

Industry Figure: Annual US cost of food withdrawals: \$55 billion

WHOLE SUPPLY CHAIN

Traceability

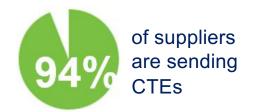


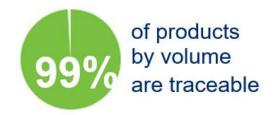
733 SUBWAY restaurants

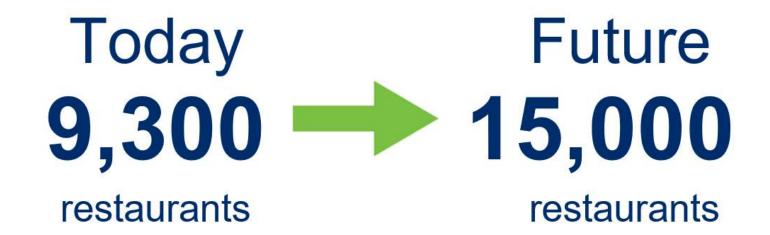
GS1 Standards Enable Traceability

The Math of Enabling Supply Chain Visibility













Our Vision for Blockchain

- Explore added benefit from conventional technologies
 - Set clear expectations (cost-effort-time)
- 2 Understand the impact to our supply chain
 - Interoperability
 - Trust/privacy
 - Immutability
 - Integration





Remember...

- Blockchain will not solve your data or process problems
- Understand your problem, focus on fixing the root cause before implementing technology







Next Step: Persevere!

- 1. Be maniacal about Data Quality
 - Products Locations Barcodes
- 2. Allocate focused resources to GS1 US Standards Adoption
- 3. Prioritize your efforts

If you haven't started...

Go to GS1US.org, search for "Get Started Guide"

Contact GS1 US at foodservice@gs1us.org; (937)435-3870