

Press release – 5 November 2018

Food traceability

After successful tests in Vietnam,
Auchan Retail is launching blockchain technology internationally.

As a campaigner for good, healthy and local, Auchan Retail is using blockchain technology to improve the traceability of the products along its supply chains. The initial testing in Vietnam, alongside Te-Food, a German start-up, has proved to be a success. It is now being rolled out to France, Italy, Spain, Portugal and Senegal. From seed to plate, information on all stages of a product's life is now available to consumers in a fully transparent manner.

A collaborative initiative that guarantees food safety

The blockchain technology is used by all participants involved at the various stages of a product's life, from the time a seed is supplied by a seed producer to the moment a product reaches the plate. Each producer, processor, logistics operator and distributor records all relevant product information on a single platform, thereby guaranteeing traceability from one end of the supply chain to the other. When the product arrives in store, customers may immediately access all this information by scanning a QR code printed on the product's label. Consumers are now aware of the precise origin and journey of the products they consume, in a fully transparent manner. All participants in the supply chain may reliably ensure that each item is of the highest quality.

Testing began in Vietnam in 2017, alongside Te-Food

With a view to rolling out the blockchain technology in all countries in which it operates, and therefore in very different food security environments, Auchan Retail took the decision to trial the process in Vietnam with Te-Food, using a public blockchain solution known as FoodChain. The solution has been fully rolled out with three interfaces: an inventory management tool that allows the local competent authorities to check the certificates issues by farms, a BtoB application through

which the various operators in the logistics chain can provide product traceability data

and a BtoC application that allows consumers to access information on the product's life cycle up to the point it reaches the store.

Launched as part of a government project in Ho Chi Minh City, the testing carried out by Auchan Retail Vietnam has been a great success. It is currently being used on 18,000 pigs, 200,000 chickens and 2.5 million eggs, and will soon be used for aubergines, mangos and durian fruit (a popular exotic fruit in Asia).

Technology that Auchan Retail is now rolling out internationally

The flexible and versatile solution developed by Te-Food is in keeping with Auchan Retail's global-local initiative. By adapting to traceability tools that are already in use in the various countries in which it operates and thanks to a certain level of interoperability between the various blockchain technologies (both public and private) currently used in the market, local practices can be rapidly and respectfully rolled out. As a result, after being rolled out in Vietnam, the blockchain technology is now being used in France on the organic carrots supply chain. It will be used on the potato and chicken supply chains in December 2018 and February 2019, respectively. It will also soon be used in Italy for the tomato and chicken supply chains and in Spain for Iberian pork products and locally grown exotic fruits, before being used on the chicken supply chain in Portugal and Senegal.

filière responsable

Carotte

Description Article:
Carotte BIO 1kg + 20% gratuit

Variété:	Carotte nantaise
Origine:	Nantes
Calibre:	Moyen
EAN13:	3254563450247
Type de culture:	Pur Biologique
Catégorie:	2

Producteur ➔
Fermes Larrère & Fils

Société: Fermes Larrère & Fils

Code postal: 40210

Ville: Escource

Pays: France

Emballeur ➔
Groupe Larrère & Fils

Société: Groupe Larrère SAS

GLN: 5993090000001

Code: 33830

Ville: Belin Beliet

Pays: France

Magasin ➔
AUCHAN

Société: AUCHAN Retail

Pays: France

Apports nutritionnels

Acidité: Non acide

DLC: 13.10.2018

Fermeté: Bonne

Traitement post récolte: Vrai

Avec OGM? Faux

Molécule post récolte: Ethanol

Jutosité: Très juteuse

Niveaux de sucre: Peu sucrée

Vitamines: A et B6

Blockchain The FoodChain

Montrer sur Blockchain

Powered by TE-FOOD

How the organic carrot supply chain works in France

After the carrots are harvested from the various plots on the Larrère & fils farms, they are transported to the processing area in crates equipped with RFID tags that track their journey. The carrots are separated into batches based on the plots from which they were harvested.

The dynamic QR code is then printed on the packaging. This QR code contains all the information emitted by the RFID tags together with information that is gradually enriched by the various participants in the supply chain. This includes any phytosanitary treatment carried out on the carrots, any specific product features and taste attributes, etc.

This data, which cannot be altered, continues to be fed into the blockchain up until the point the product arrives in store. Consumers can scan the QR code on the packaging to obtain, in just a few seconds, all the information on the product stored in the blockchain.

With a view to providing maximum transparency, customers can also verify the data against the public blockchain technology that is used (FoodChain).



About Auchan Retail

Auchan Retail is one of the five largest world-scale food retailers, with operations in 17 countries (revenue of €52 billion in 2017), and covers all food retail formats with 3,778 points of sale under the Auchan banner (hypermarkets, superstores, supermarkets and ultra-convenience stores) alongside online shopping and Drive outlets in certain countries. To build a successful and modern business model, Auchan Retail ensures that its customers are always a core concern, through discount prices, the choice and diversity of its offering, quality of service, tailoring to local markets and factoring in of multi-channel shopping trends. Auchan Retail is the world's 35th largest employer, with 351,107 employees. www.auchan-retail.com

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