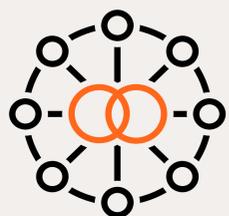


# Trust in the supply chain: Tracking the farm-to-table journey

Queensland, Australia avocado farmers say the pebbled fruits grown in their rich red volcanic soil are the best in the world. Now supermarket shoppers across Asia who reach for Aussie avocados can learn why.

Mastercard's partnership with Fresh Supply Co., a supply chain digitization company based in Australia, **harnesses blockchain to deliver end-to-end visibility of the avocados' journey**, from plant to pulp.



## Mastercard Provenance Solution

Using our established global network capabilities to digitize any industry's supply chain, we enable real-time traceability and bridge the gap between data silos to build trust between parties and enable actionable insights. The solution is powered by blockchain, a transformative shared ledger technology which uses cryptography to immutably record transactions in a decentralized manner, increasing trust and security.

## Data Stored:



ORIGIN



DATES



GRADING



TRACKING



1

## Grower:

The farmers grow, pick and pack avocados and ship them to the processing facility.



2

## Processor:

The processor sorts, grades, and prepares the avocados for shipment to retailers. Profile and production records are linked to the individual avocados immutably on Mastercard's permissioned blockchain. When the processor ships the pallets of avocados to supermarkets, the change of custody is also recorded on the blockchain.



3

## Retailer:

Supermarkets receive the avocados, which are labeled with QR codes that link to the information stored on the blockchain, boosting consumer confidence and food safety and recall capability.



4

## Shopper:

Shoppers scan the QR codes to learn more about the people behind the produce, pinpoint the farm on a map, receive recipe tips and more.

