

Nestlé breaks new ground with open blockchain pilot



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Nestlé will break new ground in supply chain transparency through a collaboration with OpenSC – an innovative blockchain platform that allows consumers to track their food right back to the farm.

Through this collaboration, Nestlé becomes the first major food and beverage company to announce that it will pilot open blockchain technology in this way. This is part of Nestlé's journey towards full transparency.

Founded by WWF-Australia and The Boston Consulting Group Digital Ventures, OpenSC has developed a platform that will give anyone, anywhere access to independently verifiable sustainability and supply chain data.

The initial pilot program will trace milk from farms and producers in New Zealand to Nestlé factories and warehouses in the Middle East. Later, the technology will be tested using palm oil sourced in the Americas. These pilots will allow Nestlé to understand how scalable the system is.

Magdi Batato, Executive Vice President, Head of Operations, Nestlé S.A. said, "We want our consumers to make an informed decision on their choice of products – to choose products produced responsibly. Open blockchain technology might allow us to share reliable

information with consumers in an accessible way.”

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Press release distributed by Wire Association on behalf of Nestlé, on Jul 2, 2019. For more information subscribe and [follow us](#).

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