Telefónica Tech includes Blockchain in production of Castillo de Canena



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• The technology creates digital labels for each bottle of oil so that the consumer can reliably know all the information about the production process of the product purchased.

• With the adoption of Blockchain technology, Castillo de Canena demonstrates its commitment to digitalization and innovation in the olive sector, boosting brand reputation, reinforcing security and offering the end customer complete verification of the entire agricultural process.

The post Telefónica Tech includes Blockchain in production of Castillo de Canena appeared first on Telefónica.

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