

Traceability - Primal to Steak/Steak to Primal (Stage 2)

Project Code
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Project Description

The process demonstrated how the primal information is transferred from the primal to the steak.

Hence the process of generating codes (if a ledger solution) or surface application approach or hardware approach. For this part it is expected that two to five primals will be demonstrated on, ideally different primals. During this process demonstration the provider is to articulate and demonstrate how the third party cutting room will use the process and what equipment (and fail safes) need to be in place to ensure robustness/reliable/bullet proof solution.

Trace forward and trace back

Demonstration of a simple interface that shows which steak each primal has been sourced from.

Project Content

Technology Approach

- Use the FreshChain cloud based platform for traceability, provenance, authenticity and meat count reconciliation system based on an individual carton
- Use a blockchain enabled, encrypted, serialised and unique GS1 Digital Link QR code data carrier for traceability and provenance providing in one code, retail scanning at the POS with embedded data and consumer connection using any smartphone.
- Integrate a blockchain enabled weight scale system with our FreshChain cloud based traceability software solution and secondary thermal printing hardware to transfer primal information to steaks.

Methodology

- Develop a primal to cut data interface for integration with existing meat B2B traceability
- Enable protections to allow only the primal to be split into a finite weight determined by the primal
- A system of scanner, scale and printer to transfer trace data from primal to cut providing counterfeit protection, allowing for closed and open supply chains.

Project Outcome

Sucessfully demonstrated all of the objectives outlined in addition to consumer UI opportunities for provenance and digital storytelling.

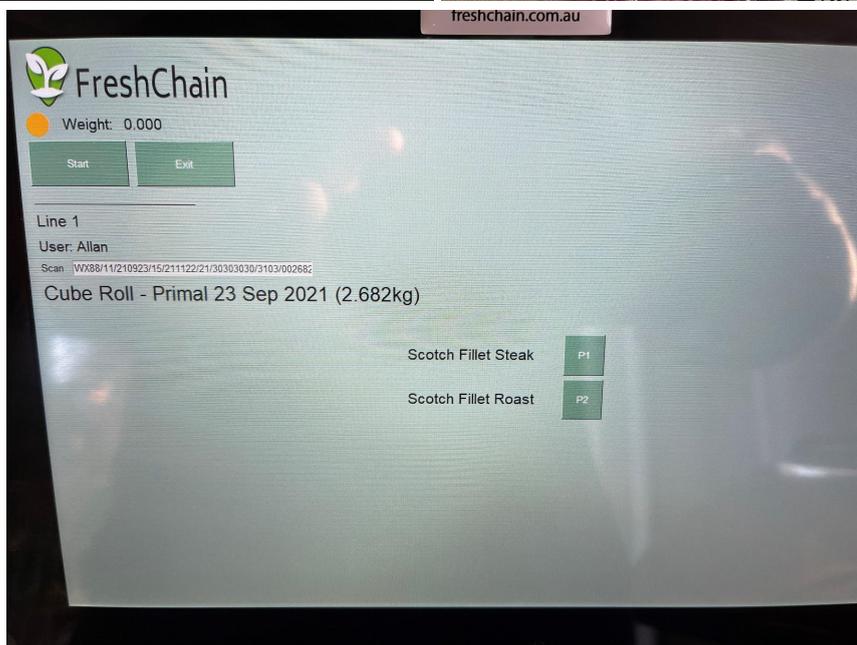
Benefit for Industry

1. Digitisation, via acquiring product, supply chain and consumer information and leveraging data for insights (Adv. Mft.)
2. Sustainability, via underpinning Communities, Energy, Water, Waste and Packaging claim
3. Marketing & Promotion, via offering a new premium value add to premium markets.
4. Products, via understanding additional purchasing behavior (and enabling direct connection with consumers). New direct connection with domestic and global consumers could lead to leveraging new product ideas (e.g. Dairy Industry Oak direct consumer engagement - <https://oakflavourgenerator.com.au/>)
5. Market access, via increased granular traceability systems
6. International Competitiveness, via ideally reducing manual compliance regulations.
7. Traceability and Integrity Systems
8. Animal Welfare, via communicating animal welfare practices to consumers that the relevant supply chain adheres to
9. Food Safety, via demonstration that forward and backward recalls are now possible to steak level.

System Flow

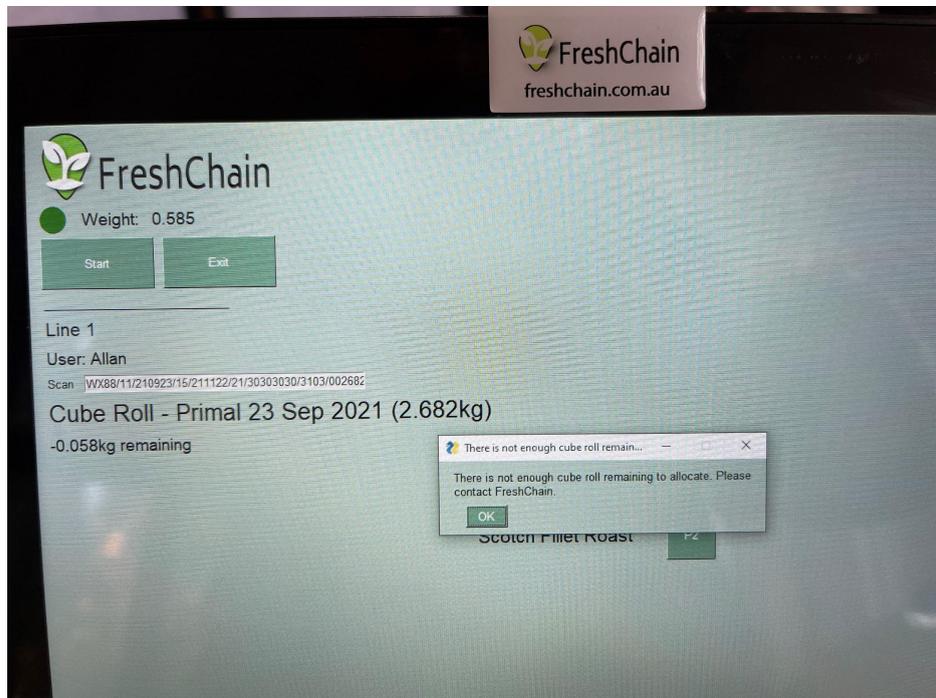


Sample of images from the demonstration

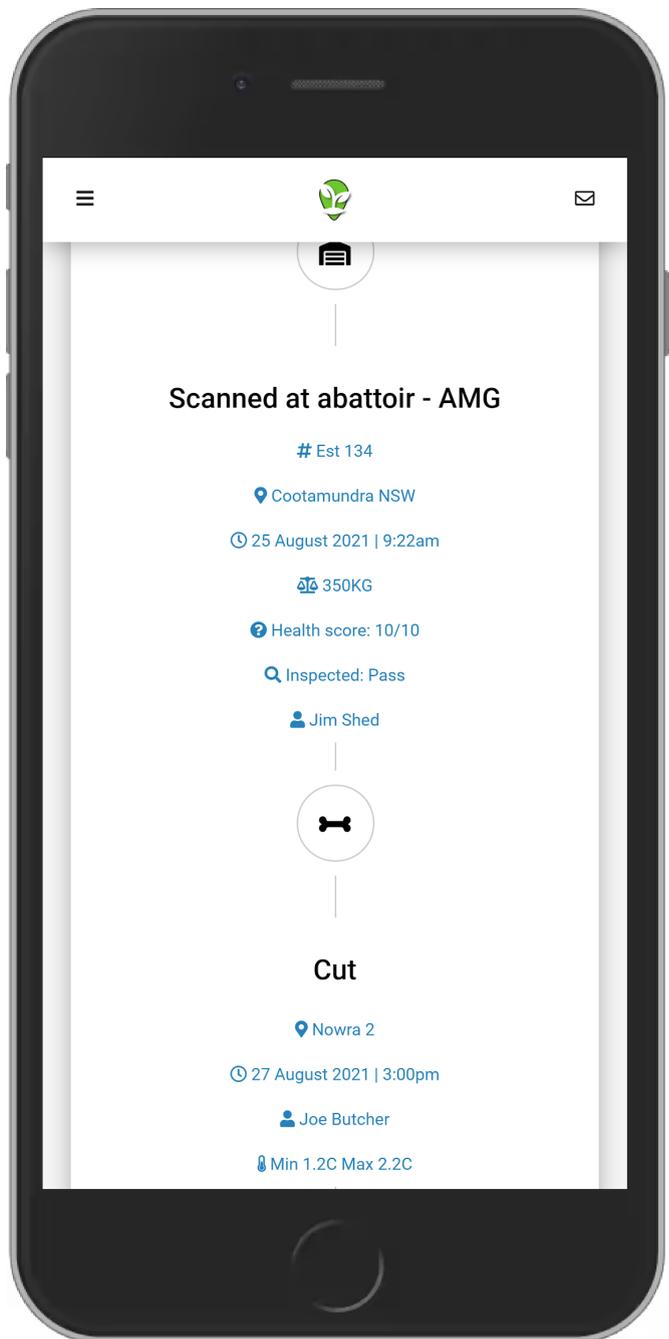
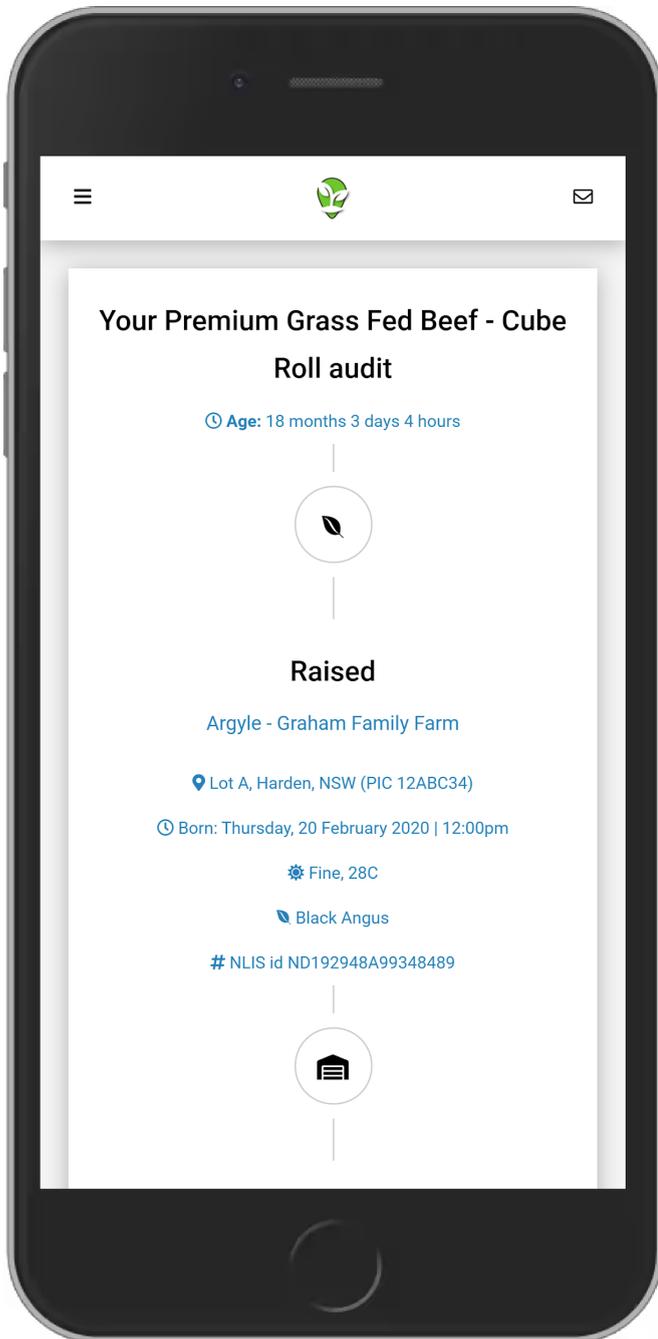


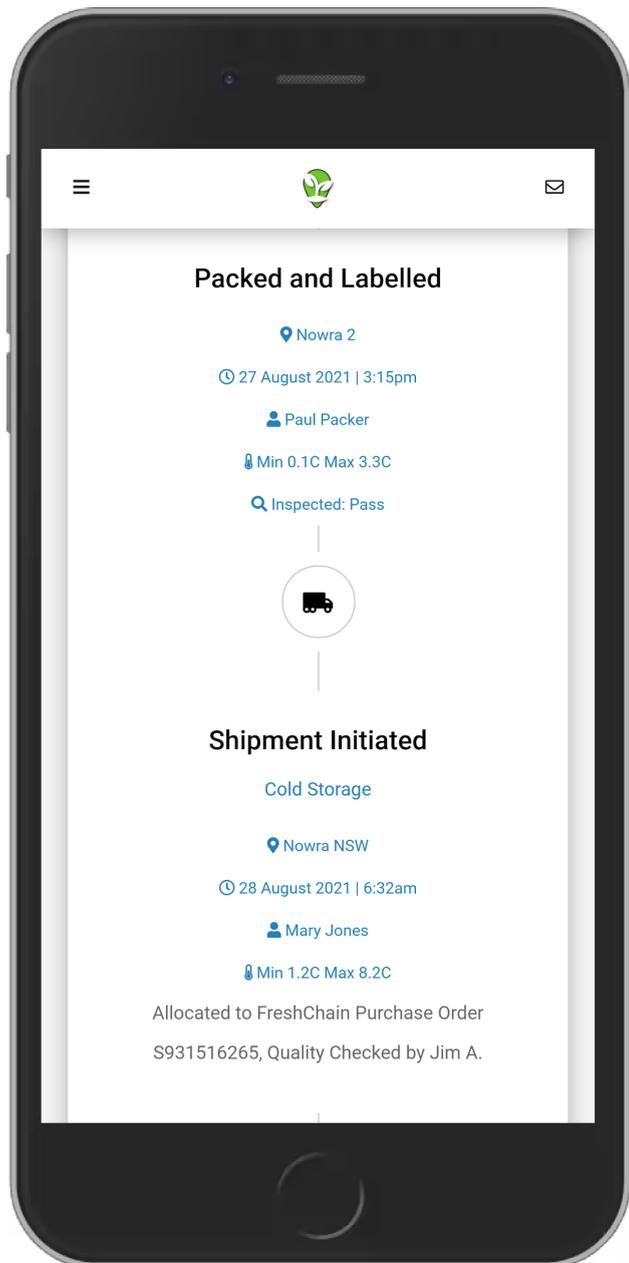


Snapshot Report

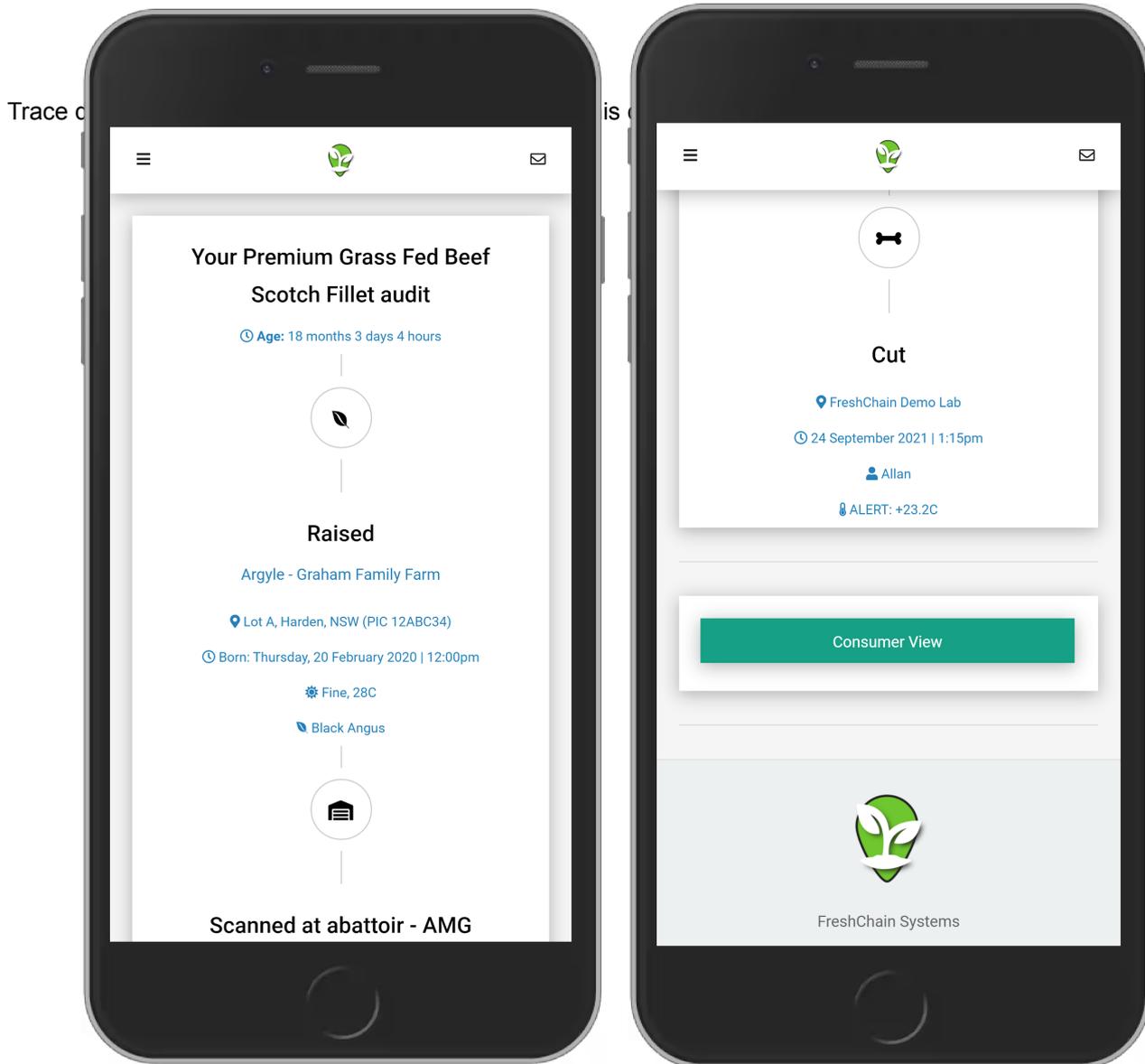


Primal Trace Data from Farmer/Processor (authorised supply chain view)





Cut Trace Data (authorised supply chain view)



Consumer view

