

# FreshChain Technology to trace and track berries from your farm to the consumer

Greg Calvert, Fresh Chain Systems & S.P. Singh, NSW Department of Primary Industries

In the fresh food sector, there is a strong need to achieve electronic traceability across the supply chain. The tracing and tracking abilities enhance the confidence of growers, packers, consumers and government agencies which are involved in regulating market access, food safety and public health.

During a food safety incident, a robust traceability system should be able to accurately and swiftly recall the suspect product without affecting the supply and sale of safe products in that category. It also provides several benefits to the businesses in collecting feedback from the consumers and traders to improve product quality and manage supply chains more efficiently.

Australian-owned FreshChain Systems has secured funding from the Federal Government under the 2020 Traceability Grants Program to build on its existing work in delivering end-to-end traceability, provenance, food safety and consumer engagement in horticulture. The FreshChain System has broad applications across all food, fibre and agricultural products with the current pilot focussed on so called 'high-risk' horticulture products such as melons, berries and leafy greens in domestic and export markets. The current project will support the National Traceability Framework by protecting brands in export markets through the prevention of food fraud and maintaining consumer confidence.

FreshChain is collaborating with the NSW Department of Primary Industries and other industry stakeholders, encouraging the adoption of its blockchain-based end-to-end traceability solution in agriculture. This project will demonstrate the benefits of the technology, ease of integration with existing systems and adoption across the entire supply chain whilst strengthening the

competitive advantage of Australian produce in new export markets. The project outcome will benefit all supply chain participants including growers, packers, exporters, importers, retailers and consumers.

Adoption of FreshChain Systems by berry growers and packers will ensure their commitment and compliance to food safety, market access and traceability. Such compliance is critical to the ongoing success of domestic and export market access for berries achieved through various trade and phytosanitary agreements. The berry growers and traders adopting this technology will be able to tackle the food fraud challenge in the high value markets, reduce food waste and enable rapid product recall in the event of a food safety failure.

Using FreshChain Systems technology, a consumer can, at the click of a camera (Figure 1) be assured that their product is fresh and then learn about the things that they make buying decisions around such as ethical sourcing, packaging and compliance to fair workforce laws. Valuable data insights at an aggregate level on who is buying their produce, where their produce is being purchased and what they want to know more about is also available as reports to growers who participate.

Consumers can also rate their product experience including providing comments directly to the grower rather than on social media which can be harmful to brands if made without context or validation. The FreshChain traceability solution opens more opportunities to directly engage with the consumers and to share more information about your farms and farming practices. The FreshChain System is a cost-effective solution which can be adopted regardless of the scale of operation and current level of digitisation. Our goal is to build a resilient fresh food supply chain to help enhance Australia's reputation as a supplier of fresh and safe food to the world.



**Figure 1.**

Photo credit: Greg Calvert, FreshChain Systems

The existing postharvest packaging and supply chain operations make it easier for the berry growers and packers to retrofit new traceability solutions such as FreshChain Systems in their packing lines and integrate with their Quality Assurance programs.

We are now seeking expressions of interest from farmers/growers/packers across Australia in horticultural commodities that have both a domestic and export focus but looking to grow, or a future view to export opportunities.

If you are a berry grower/packer/exporter, please register your Expression of Interest (EOI) for a traceability pilot project by contacting

**FreshChain Systems | 02 8415 9885**  
**hello@freshchain.com.au**



## FOLIAR NUTRITION ANSWERS

# BOROZINC

### ACTIVE NUTRITION TECHNOLOGY

Boron: 130 g/kg - Zinc: 41 g/kg  
 Form Powder pHa (acid pH)

Borozinc is a foliar fertiliser that associates boron and zinc in a unique acid pH formulation.

## ROOT DEVELOPER

# ACRECIO

### 4 ACTIVE INGREDIENTS

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- / Pure L-Methionine
- / Acreciactiv : natural stimulator for roots created by Agronutrition's research
- / Humic & Fulvic acids

Acrecio stimulates the root growth and development of plants. Acrecio enhances the natural ability of plants to take up the available nutrients.

### De Sangosse Territory Managers:

VIC & TAS: Drew Trouw 0427 838 760  
 SA: Liam Donaghy 0438 015 554  
 QLD: Rathna Herath 0448 651 678  
 NSW: Romain Broch 0416 191 594  
 WA & NT: Stuart Miller +6421 288 2703

Brought to you by: De Sangosse Australia Pty Ltd,  
 38 Ricketty Street - Mascot - NSW 2020.  
 Phone: 02 9078 7859 - Fax: 02 8569 2098.  
 Email: infoau@desangosse.com  
 Web: www.desangosse.com.au

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