BLOCKCHAIN IN YOUR COFFEE MUG

Good coffee is more than just a drink - it's an art. And coffee connoisseurs (distributors, retailers, and consumers) want to be sure of the authenticity of the art they buy. But given the complex supply chain and the number of stakeholders involved in getting coffee from the farm to the cup, it is almost impossible to ascertain the lineage, health, and origin of your coffee.

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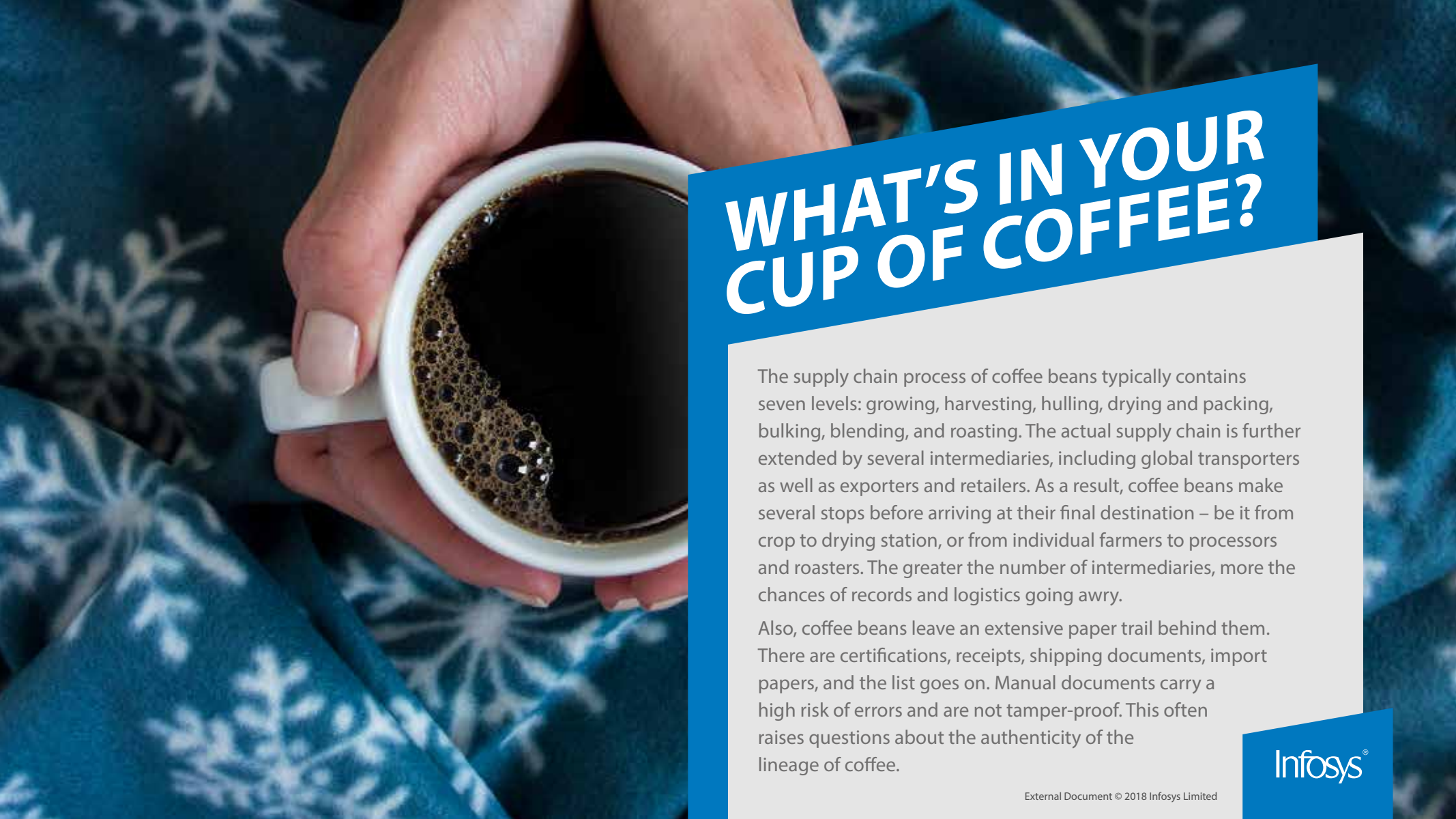

WHAT'S IN YOUR CUP OF COFFEE?

The supply chain process of coffee beans typically contains seven levels: growing, harvesting, hulling, drying and packing, bulking, blending, and roasting. The actual supply chain is further extended by several intermediaries, including global transporters as well as exporters and retailers. As a result, coffee beans make several stops before arriving at their final destination – be it from crop to drying station, or from individual farmers to processors and roasters. The greater the number of intermediaries, more the chances of records and logistics going awry.

Also, coffee beans leave an extensive paper trail behind them. There are certifications, receipts, shipping documents, import papers, and the list goes on. Manual documents carry a high risk of errors and are not tamper-proof. This often raises questions about the authenticity of the lineage of coffee.

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OF ERRORS AND DOUBTS

Thanks to an extensive and paper-intensive supply chain, coffee distributors, like our client, are often laden with doubts about the precise lineage of coffee. As a result, the acceptance rates of coffee beans are typically low. This leads to downstream process inefficiencies and adversely impacts planning.

Too many certifications mean the current process is unreliable and highly vulnerable to intended and unintended errors. What if we made this data tamper-proof and centralized? What if it can be "blockchain-ed"?

BREAKTHROUGH

We used blockchain to digitally track the journey of coffee beans across the supply chain, in near real-time.

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THINK BLOCKCHAIN FOR SUPPLY CHAIN

Infosys Blockchain – via a Design Thinking-led assessment – made all this possible. We brought in a distributed and permissioned ledger to build trust into the entire supply chain - right from producers, certifiers, insurers and shipping agents, and importers. With blockchain, the relevant stakeholders can track the journey of the products (origin, movement, use of material, etc.) across the supply chain and access information in near real-time. Stakeholders can also accredit and certify certain properties of produce – like organic or fair trade – enabling importers to determine whether the produce is in compliance with sustainability standards and certifications.

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REAL-TIME VISIBILITY FOR REAL-TIME INSIGHTS

- Higher acceptance rates of coffee beans, leading to smoother functioning across the ecosystem
- Tamper-proof certification to reduce misinformation and fraud
- Ready availability of detailed and trusted information about provenance to command higher premium
- Reduced errors by reducing paper-based documentation
- High security through gradual progression from a centralized data store to a distributed data store
- Real-time visibility of the entire supply chain, leading to faster collection of sales proceeds
- Real-time payments to coffee cultivators

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how Infosys can make blockchain work for your business by reaching out to us at askus@infosys.com

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