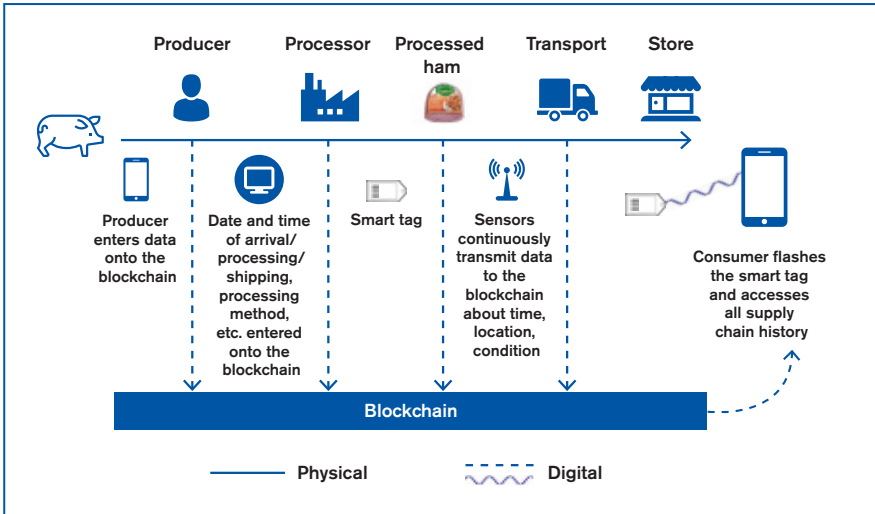


**Figure 13** Illustration of an end-to-end traceability process

Source: Author.

Various initiatives aim to enhance transparency with a view to building consumers' trust. For example, Provenance, a UK-based startup specialized in blockchain traceability, is working with Coop, the largest UK consumer cooperative, to track the journey of fresh products from source to supermarket in real time to increase consumers' trust in food retail. At each point of the journey, data on the product, supplier, location, as well as on the environmental and social impact of each business, are collected and added to the blockchain, creating a digital history of the product that is accessible to all, from the farm to the consumers.<sup>2</sup> French multinational retailer Carrefour is also introducing blockchain technology to enhance the traceability of its animal product lines and guarantee consumers as much transparency as possible.<sup>3</sup> Another Provenance project, in the fashion industry, tracked sustainable alpaca fleece from shearing in the farm through to spinning, knitting and finishing in fashion retailer Martine Jarlgaard's London studio, enabling customers to check the authenticity of the materials used, the processes and the people behind the products.<sup>4</sup>

Following the various scandals that have shaken the food industry in recent years, major food and retail companies are turning to Blockchain to enhance the transparency of the food supply chain, but also to enable them to quickly track tainted products and help restore trust in the quality of the food we eat.