

Use Case Library

Tracking Provenance and Authenticity of Products

Executive Summary written by GBBC

Strong Chinese demand for Australian beef and lamb has led to a significant counterfeiting problem in the region. According to Latitude 28°, “[c]onsumer demand for premium imported beef is expected to continue to grow, driven by increasing urbanisation, disposable incomes, premiumisation and health awareness.” As demand grows, counterfeits may become more prevalent and consumers will lose trust if companies do not develop an effective product validation method.

With this in mind, L28 developed a blockchain platform that tracks the products’ journey “from paddock to plate.” The blockchain database provides an immutable ledger of all transactions on the supply chain, including verification by the Australian government. L28’s Direct to Consumer (D2C) model enables consumers to buy directly from the company using a mobile device, eliminating intermediaries and concerns over product sourcing. This model also allows L28 to better understand its customers, thereby improving marketing efforts.

L28 is an exciting example of a company using blockchain technology to combat counterfeits and increase the value of its own products. With this application, consumers can be sure that they get what they pay for and L28 can protect the reputation and value of the Australian beef and lamb industries.