



Using Blockchain to connect global farm to plate

SunRice is one of the world's major rice food businesses and, as it continues to grow, source and sell in more countries, it identified the need for greater communication with stakeholders to promote trust. The company has always kept stringent control of its supply chain but it was interested to uncover how a distributed ledger technology could assist. The maturity and capabilities of KPMG Origins, a blockchain-based track-and-trace solution, prompted the company to run a pilot program to explore the opportunities.

SunRice wanted to demonstrate to their stakeholders that when sourcing rice from other countries, they would still enjoy an equivalent product, not only with respect to taste and quality but also environmental performance and ethical treatment of its labour force.

Implementing and testing emerging technology across a complex supply-chain is challenging, but by conducting highly collaborative workshops to challenge incumbent thinking and re-imagine a future state allowed the business to validate hypotheses that an open and transparent supply-chain would help retain and strengthen consumer trust in its brands and products.

The pilot enabled SunRice to trace a packet of long grain rice, visualise its business end-to-end and in the process, inform its enterprise data strategy. KPMG Origins also provided SunRice a useful frame of reference for the effective roll-out of its group sustainability strategy.

We know how your business works.

