



## LOCATION



Serbia, Slovenia and Montenegro

## PARTNERS

DNET Labs



## 5.4

## Transparent Supply Chain in the Poultry Industry

## CHALLENGE

The supply chain in the poultry industry is well developed with several stakeholders involved. However, there is a lack of information about chicken wellbeing, medical treatment, feeding patterns etc., which is required by stakeholders, especially consumers. Even if some of this information is available, it is isolated and lacks an integrated overview of the complete supply chain, from the breeding process to retail and consumers.

Providing insights into the whole meat production process including information from all the involved stakeholders is a key challenge. Information about each step of chicken production, from feed intake, medical treatments, conditions provided during the production, resources used, feed origin etc. must be collected and recorded, enabling a transparent supply chain.

## AIM

This pilot focuses on the supply part of the poultry industry. It will enable information sharing about animal wellbeing and resources used during production, thus creating the basis of a transparent supply chain.



## HOW

DNET's poultryNET platform will be used for gathering data from the breeding process perspective, including the amount of feed. Inputs and feedback from the farmer will be used to improve and validate the functionality. The outputs of poultryNET will be combined with information provided by fleet management systems from transport companies delivering the feed and transporting chicken.

The pilot will investigate the required granularity of data to be collected, its lifespan, as well as technical implications of processing such potentially large amounts of data. A blockchain-based data exchange protocol (OriginTrail) will be used to ensure trust and transparency between actors and integrity of the data exchanged in the value chain.

## BENEFIT

The pilot will deliver increased transparency of the complete supply chain, providing trustworthy information to consumers about the production process.

