Final report

P.PSH.1255 - Provenance, visibility and traceability solution for the Australian-USA Red meat supply chain

Project code: P.PSH.1255

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Abstract

This project was to conduct a pilot trial for a fully integrated digitised red-meat supply-chain traceability solution, connecting the digital with the physical supply chain from farmers, their export brand owners to retailer customers and end-consumers in the USA. The Aglive platform objective was to prove authenticity of beef products and to match the physical and digital supply chain to ensure full end-toend traceability and authentication to eliminate food fraud.

The project was a collaborative effort between Aglive and Paragon Beef (Paragon Agricultural Group Pty Ltd) and their various supply chain partners. The primary brand claimed the platform will support origin, organic status and a nutrient density index. The project focus on chilled beef, initially primals which will be processed in the USA and progressing to retail ready cuts.

After due deliberation MLA terminated the contract on 22nd June 2020. No progression beyond milestone 1 was delivered. MLA remains interested in technology platforms that could enable full end-to-end provenance traceability.

Executive summary

Background

To conduct a pilot trial for a fully integrated digitised red-meat supply-chain traceability solution, connecting the digital with the physical supply chain from farmers, their export brand owners to retailer customers and end-consumers in the USA. The complete solution will prove authenticity of end-product with evidence of journey, story, and compliance collected and shared along the supply chain partners (nodes) from the farmer (Paddock) with the red-beef genetics to discerning end-consumers (Plate) in the USA. The project will focus on chilled beef and will also include the option of introducing IoT devices to further strengthen the authenticity of the supply chain.

Aims/objectives

The objective of this project is to deliver end-to-end supply chain traceability from Paddock to Plate. From an Australian farm to an US end-consumer. Using Aglive's existing supply chain partnerships, we intend to extend to protect products along the length of its supply chain journey.

Methodology

- Initial project plan
- Stage 0 Report – Define end-to-end supply chain route(s) between an Australian Farm and the end-consumer in USA
- Stage 1 Report – Trial Farm to Warehouse/ Supermarket (with retail product label)
- Stage 2 Report – Trial Farm to end-consumer
- Stage 3 Report – Trials from Paddock to Plate to include.
    - IoT device:
        - Identity - PIC, RFID, LPA, ABN, mobile device EIMI, MSM
        - Location - Geo-location & PIC verified via API with NLIS/ISC (The Aglive IntegriPro software already has API integration with both NLIS for recording and retrieving RFID movements and pre- and post-sale summary reports and PIC and EID status and ISC for LPA eNVD system electronic docs)
        - Condition - eNVD & MSA digital declarations, PIC & EID status checks pre-despatch, brand claims (organic, grass fed etc)
        - Humidity/ Shock – integrated monitoring with Cold chain monitoring
    - Full solution integration with one supply chain partner (minimum)

Results/key findings

Milestones 1-6 did not proceed.
Project placed on hold due to risk mitigation

Recommendations

Due diligence and shared expectations are required for tech start-up enterprises to ensure appropriate timing and resources are available to allocated objectives.