The word is:

agribusiness noun

\[\text{ag-n-bi-si-nis, } \\text{-ness} \]

Definition of agribusiness

A industry engaged in the producing operations of a farm, the manufacture and distribution of farm equipment and supplies, and the processing, storage, and distribution of farm commodities

- Farming
- Animal Welfare
- Livestock Mgt.
- Machinery
- Logistics
- Financing
- Insurance
- Trading
- Industrialization
- Traceability
- Quality
- Compliance
- Transparency
- Distribution
- Retail
- Consumer
Today: The majority of business communication today is still “Analog” and document based.
Today with Blockchain: A shared & distributed ledger enabling trusted business transactions

...Shared, Replicated, Permissioned Provenance: “One Version of the truth” for all stakeholders
With the IBM Blockchain Platform you’ll always know & trust your counterparties

All Companies, Personnel, Systems and Devices are authenticated when joining an IBM Industry Platform.
“BLOCKCHAIN TO SAVE THE FOOD INDUSTRY $31 BILLION BY 2024, DRIVEN BY IOT PARTNERSHIPS”

“Blockchain & the Internet-of-Things - A Powerful Duo”

“Compliance costs will be reduced by 30% by 2024”

Source: Juniper Research - 25th November 2019

But **not** all Blockchains are created the same way...

...there are **public** blockchains...

...and there are **private & permissioned** blockchains

...they are very different!
IBM is running more than 100 Blockchain based Consortia & Industry Platforms around the world – by far the most of any company.
Let’s Blockchain
“Organizations throughout the transportation ecosystem are starting to understand the benefits of blockchain initiatives.”

-- Nadia Hewett, World Economic Forum

“Whether filled with our products or the materials used in production, understanding the status of our containers helps us manage an efficient supply chain. We have been testing TradeLens and see potential as the solution scales. We look forward to industry-wide adoption to benefit all members.”

-- Michelle Eggers, Director Global Logistics Purchases, P&G

“We adopt technologies that facilitate access to information and increase tracking and traceability throughout the cargo path. This is why we joined TradeLens, a global solution that uses blockchain to facilitate the trade control process.”

-- Rafael Garcia, National Superintendent of Customs, Sunat, Peru Customs
“No one is immune to a good idea”

-- Pierre Kauffmann, IBM
About Blockchains for Business
Using trusted and authenticated Internet-of-Things (IoT) devices across your value chain

Farm Data
Location, Weather, Crop Type, Quality, Lot, Farmer, Cooperative, etc.

Logistics partners
(Trucks, ocean carriers, etc)

Distribution Center
(Temperature, Pallet received / dispatched, etc)

Food Testing, Inspection, Certification & Monitoring

Food Processing Robots (Temp., Weight, Condition, Batch, etc)

Retailer
(Product received, storage compliance check-out, etc)

Consumer Food Provenance Application
Core Elements of “Business Blockchains”

- **Shared Ledger(s)**: Participants decide which assets to share.
- **Trusted Identities**: Participants know who they are dealing with.
- **Endorsement(s)**: Participants give provable endorsement.
- **Confidentiality**: Information shared only on a need-to-know basis.
Never Locked in: Run Your Blockchain Apps Across, and on, Any Cloud

IBM Blockchain Platform is built on Hyperledger Fabric

- **Multi-cloud Ready**
- **Your IBM Blockchain Applications will run in AWS, Azure, IBM Cloud and more**

Hyperledger Fabric establishes trust, transparency and accountability

- **Permissioned network**
  - Provides collectively defined membership and access rights within your business network

- **Confidential transactions**
  - Gives businesses the flexibility and security to make transactions visible to select parties with the correct

- **No cryptocurrency**
  - Does not require mining and expensive computations to assure transactions

- **Programmable**
  - Leverage the embedded logic in smart contracts to automate business processes across your network
Blockchain Centres of gravity are forming around five capability groups*

**Financial products**
Methods of decentralised payments *(not restricted to cryptocurrency)*; including other means for embedding transparency, cost efficiency and regulation into existing financial products

**Provenance**
Recording a physical product’s digital history, allowing traceability and verification of its origins, attributes and ownership while passing through Supply Chains

**Asset Management**
Through its transactional capabilities, Blockchain helps to co-ordinate loosely coupled assets, companies and individuals in order to achieve collective goals

**Socio-economic coordination**
Enhancement to current models of digital interaction with improved and embedded trust leads to local and end-user communities peer-to-peer coordination without intermediaries

**Digital Identity & Authentication**
Identity, persona, device and systems management in the digital world by providing an immutable and contextual identity management through rigorous, multi-layered authentication

*Source: IBM analysis and World Economic Forum*
Sovrin & IBM are partnering on Digital Identities for all

Sovrin™: A Protocol and Token for Self Sovereign Identity and Decentralized Trust

sovrin.org
What makes a good Blockchain use case...

- Is a business problem involved?
- Is a Business Community/Network involved with your business processes?
- Is an audit trail, provenance or reporting consensus required?
- Is there a need for trust across Enterprises, Personnel, Systems and Devices?
- Must the record of transactions be immutable & tamper proof?

If you answered yes to at least one of the above, then your use case(s) would likely benefit from applying private & permissioned Blockchain technology.
Dispute Avoidance Use Case

What?
- IBM Global Finance (IGF) provides a $41B financing/year
- IGF had 25,000 Disputes / Year
- $31K average value of disputed invoice
- 44 day average to resolve
- $100 Million tied up at any given time

How?
- Supplier & Partner Platforms powered by Blockchain provides visibility and provenance end-to-end across supply chain

Benefits
- Reduced dispute resolution time by 75%
- Released $100m of working capital
- Combined IGF and Supplier info to further expand benefits further
About IBM Food Trust
IBM Food Trust: (www.ibm.com/blockchain/solutions/food-trust)

- **Geography:** Global
- **Members:** 100+
- **Industry:** Agriculture, Food, Distribution
- **Member Types:** Farmers, Food Manufacturers, Food Wholesalers, Food Distributers, Food Logistics, Food Retailers & Restaurants, Industrial Equipment OEMs & Consumers
IBM Food Trust applies blockchain across the Food value chain

**Food Safety (Provenance)**

**Supply Chain Optimization**

**Food Waste**

**Consumer Demand (Quality)**

### Modules
- **Trace**
- **Certification**
- **Freshness**
- **Consumer**

### Blockchain Technology

### Food Supply Chain Ecosystem

- Growers
- Food Suppliers & Traders
- Food Processors
- Regulators
- Logistics
- Retailers
- Consumers

---

**IBM Food Trust**

**Food Safety** (Provenance)

**Supply Chain Optimization**

**Food Waste**

**Consumer Demand** (Quality)
IBM Spans the Agri-Business Value Chain

Certification Bodies
- Reduce fraudulent certificates
- Increase renewal speed

Growers
- Prove sustainable growth practices
- Satisfy compliance requirements and connect with consumers
- During a recall, show that farm is not source of contamination
- Ease of connectivity to the downstream supply chain

Food Manufacturers
- Build loyalty and engagement
- Manage inventory in real-time
- Automate & reduce manual certificate management
- Instill trust between retailers, suppliers & customers

Wholesalers / Distributors
- Manage inventory in real-time
- Conduct targeted recalls
- Enable internal data sharing

Food Logistics
- Manage inventory in real-time
- Enhance ability to meet compliance standards
- Reduce manual processes

Food Retailers
- Strengthens consumer relationship and increase brand loyalty
- Assure customers food is safe
- Conduct targeted recalls
- Extend shelf-life

Food Service
- Certify food sourcing practices
- Ensure safe food
- Reduce food waste

Regulators/Standards
- Identify contamination quickly
- Reduce unnecessary testing

Consumers
- Understand and trust their food better
- Learn about and act on recalls quickly

Fundamental value from Farm-to-Fork

Certification Bodies

Food Manufacturers

Growers

Food Retailers

Food Service

Food Logistics

Regulators/Standards

Consumers
IBM Food Trust Use Cases

- **Food Safety**
- **Provenance**
- **Food Freshness**
- **Sustainability**
- **Brand Trust**

- **Supply chain efficiencies & Inventory Optimization**
- **Food waste**
- **Food Fraud**
- **Agricultural Commodity Trade Efficiency**
- **Transportation & Warehousing Optimization**
About TradeLens
### TradeLens (Tradelens.com)

- **Geography:** Global
- **Members:** 250 MARINE GATEWAYS + 150 GLOBAL COMPANIES
- **Transactions:** 600+ MILLION BLOCKCHAIN SHIPPING EVENTS PROCESSED TO-DATE
- **2 MILLION+ BLOCKCHAIN TRANSACTIONS/EVENTS/DAY**
- **10 Million+ Blockchain Transactions Every Week**
- **20 Million+ Containers Tracked & Managed Globally**
- **60% of the World’s Container Traffic expected by January 2020**
A sample of participants on the rapidly expanding ocean carrier network on TradeLens

www.tradelens.com/ecosystem/
TradeLens Network geographic Coverage / December 2019

- Ports and terminals directly integrated with TradeLens
- Ports and terminals contributing data to TradeLens

www.tradelens.com/ecosystem/
### (Partial) List of TradeLens Network as of December 2019

**Ports and Terminals**

<table>
<thead>
<tr>
<th>Terminal Location</th>
<th>Operator</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algeciras, Spain</td>
<td>Port of Algeciras</td>
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<tr>
<td>Algeciras, Spain</td>
<td>APM Terminals</td>
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<tr>
<td>Apapa, Nigeria</td>
<td>APM Terminals</td>
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<tr>
<td>Auckland, New Zealand</td>
<td>PortConnect</td>
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<td>Avonmouth, UK</td>
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<td>Bahrain</td>
<td>APM Terminals</td>
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<tr>
<td>Barcelona, Spain</td>
<td>Port of Barcelona</td>
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<tr>
<td>Bilbao, Spain</td>
<td>Port of Bilbao</td>
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<tr>
<td>Brisbane, Australia</td>
<td>Patrick Terminals</td>
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<tr>
<td>Buenos Aires, Argentina</td>
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<td>Busan, South Korea</td>
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<td>Callao, Peru</td>
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<td>Cotonou, Benin</td>
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<td>Elizabeth, NJ, USA</td>
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<td>Felixstowe, UK</td>
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<td>Gunsan, South Korea</td>
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<td>Halifax, Canada</td>
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<td>Hong Kong</td>
<td>Modern Terminals</td>
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<td>Houston, TX USA</td>
<td>Port of Houston</td>
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<td>Hull, UK</td>
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<td>Intai, Brazil</td>
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<td>Incheon, South Korea</td>
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<td>Kwangyang, South Korea</td>
<td>KL-NET</td>
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<td>Lazaro, Mexico</td>
<td>APM Terminals</td>
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<td>Liverpool, UK</td>
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<td>Los Angeles, CA, USA</td>
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<td>Maassvlakte II, ...</td>
<td>APM Terminals</td>
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<td>Manila, Philippines</td>
<td>ICTSI</td>
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<tr>
<td>Melbourne, Australia</td>
<td>Patrick Terminals</td>
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<td>Montreal, Canada</td>
<td>MGTP</td>
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<tr>
<td>Mobile, AL USA</td>
<td>APM Terminals</td>
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<tr>
<td>Mumbai, Brazil</td>
<td>APM Terminals</td>
<td>◎</td>
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<tr>
<td>Napier, NZ</td>
<td>Napier Port Authority</td>
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</tr>
<tr>
<td>Newcastle, UK</td>
<td>MCP</td>
<td>◎</td>
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</tbody>
</table>

**Shipping Events**

- **Live**: The Network Member is connected to the Platform and providing data
- **In Process**: The Network Member engaged and/or integration is in process
  
  Some members engaged under Early Adopter Program and/or trial agreements

### Ocean Carriers

**Ocean Carrier / Short Sea**

- Maersk Line
- Safmarine
- Sealand
- Hamburg-Sud
- Pacific International Lines
- KMTC
- Seaboard
- Namsung
- Boluda Lines

### Government Authorities

**Authority**

- Australia Home Affairs
- Bahrain Customs
- Canada Customs
- Dutch Customs
- Ghana / GCNET
- Saudi Arabia Customs
- Peru Customs
- Singapore Customs
- Turkey Customs

### Transportation Provider

**Inland Transportation**

- Ancotrans
- CN Rail
- IMCC

**Website**: [www.tradelens.com/ecosystem/](http://www.tradelens.com/ecosystem/)

IBM Blockchain Use Case: VAT & Tax Mgt. @ Customs Boarder

**Business Requirements:**
- Taxation Secrecy
- Banking Secrecy
- Trade Secrecy

**Blockchain Systems Requirements:**
- High-Performance VAT Processing
- Scale from 100,000 to 1,500,000 VAT Tax payers
- 4,000,000 VAT Payments Per Day
- 15 Times more processing throughput than legacy model
About We-Trade
We.Trade (we-trade.com)

- **Geography:** Initiated in Europe and expanding Globally

- **Members:** Banks, Small & Medium Sized Buyers & Sellers, Insurance Companies & Shipping Companies

- **Industry:** Trade Finance

- **Services:** Multiple Payment Options, Multi-Lingual, Open APIs
we.trade eco-system
Trust and a single source of the truth

- Single platform simplifying & standardizing trade chain
- “Smart contracts” – with all in the ecosystem party to the same multi-party contract
- Digital “events” trigger an action automatically
- All transactions are traceable and auditable

- Counter-parties are all KYC’ed
- Visibility of status of goods in transit (with IoT)
- Automatic payments
- Faster trade cycles with increased speed of reconciliation

Processing costs reduced by up to 80%¹

¹ Bain & Company 2019
Proposition
For each party in the value chain

- **Buyer**
  - Reduced costs
  - No pre-payment required
  - Increased trading partners

- **Buyer bank**
  - Reduced costs

- **Seller bank**
  - New revenue streams:
    1. Each PO/invoice is a new finance opportunity
    2. Spreads increase - financing as % of invoice could go to 90%
    3. Financing can originate upstream, e.g., pre-shipment

- **Seller**
  - Payment risks mitigated
  - Increased sales
  - Easy access to trade finance
  - Reduced costs
  - Maintain liquidity & working capital

- **Shipper**
  - Increased cargo volumes
  - Reduced costs

- **Insurer**
  - Increased policy volumes & value
About the Responsible Sourcing Blockchain Network (RSBN)
Responsible Sourcing Blockchain Network (RSBN)

- **Geography:** Global

- **Members:** Miners, Smelters, Battery MFGs, Consumer OEMs

- **Industry:** Mining, Manufacturing and Consumer Goods

- **Services:** Responsible Mineral Sourcing Provenance
RSBN is starting with Cobalt and will add Conflict & Rare Earth, 3TG and other precious metals

3TG Minerals:
Tin, Tantalum, Tungsten
About Trust Your Supplier
IBM launch’s “Trust Your Supplier (TYS)”, in August 2019

- Improve supplier qualification
- Supplier validation
- Supplier onboarding
- Supplier life cycle information management

**SUPPLIERS**

- Eliminates redundant collection and submission of the same information multiple times to different buyers
- Reduces time for a new buyer to onboard you and get to the 1st PO.
- Increased trust in your identity across the network due to validations by 3rd parties and up to date information

**BUYERS**

- Provides immediate access, real time to updated & current supplier data at a fraction of cost
- Greatly simplifies current technology and process, reducing supplier approval cycles
- Minimizes supplier risk and ensures compliance

**VERIFIERS**

- Easy, trusted access to supplier compliance data
- Provide credibility & compliance of network members
- Increased opportunity with visibility to the entire network of Buyers and Suppliers
Why IBM for Agribusiness & B2B Blockchains
## IBM Farm-to-Fork Solutions

<table>
<thead>
<tr>
<th>Sourcing &amp; Production</th>
<th>Storage &amp; Handling</th>
<th>Industrial Processing</th>
<th>Trading &amp; Merchandising</th>
<th>Transportation &amp; Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Precision Agriculture &amp; Crop Yield Forecasting</td>
<td>• Warehouse Management</td>
<td>• Commodity Blending, Transformation &amp; Optimization</td>
<td>• Forecast &amp; Demand Planning</td>
<td>• In-land to port monitoring</td>
</tr>
<tr>
<td>• Risk Mgt. Blight/Pests, Weather</td>
<td>• Commodity Condition Monitoring</td>
<td>• Asset &amp; Energy Mgt.</td>
<td>• Watson Advisors: Trader, Farmer, Logistic Operator</td>
<td>• Port-to-Port Tracking</td>
</tr>
<tr>
<td>• Animal Welfare / Livestock Mgt.</td>
<td>• In-land to port optimization</td>
<td>• Predictive Equipment Maintenance, Repair &amp; Optimization</td>
<td>• Market Intelligence</td>
<td>• Cognitive Demand, Sales &amp; Operations Planning</td>
</tr>
<tr>
<td>• Animal Feed Management</td>
<td>• Contract Compliance</td>
<td>• Digital Twin Cognitive Plant Advisor</td>
<td>• Digital Barter</td>
<td>• Geo &amp; Time Arbitrage</td>
</tr>
<tr>
<td>• Compliance Management</td>
<td>• Cold Warehousing</td>
<td>• Farm-to-Factory Scheduling/Planning</td>
<td>• B2B Commerce</td>
<td>• Digital Supply Chain Visibility</td>
</tr>
<tr>
<td>• Farm Equipment Monitoring/Mgt.</td>
<td>• Inspection Mgt.</td>
<td>• Digital Health, Safety, Security &amp; Environment (HSSE)</td>
<td>• Post-Trade Settlements</td>
<td>• Port Inspection &amp; Certificate Services</td>
</tr>
<tr>
<td>• Contract Management</td>
<td></td>
<td>• Quality &amp; Inspection Services</td>
<td>• LC &amp; BOL automation</td>
<td>• Cold Logistics</td>
</tr>
<tr>
<td>• Farmer Services</td>
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<td>• Cold Processing</td>
<td>• Commodity Provenance</td>
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<tr>
<td>• Sourcing Loyalty Mgt.</td>
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<td>• Remote Asset Management</td>
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<tr>
<td>• Quality &amp; Inspection Services</td>
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</table>

### The IBM Weather Company Decision Platform for Agriculture™

- IBM FOOD TRUST™ & IBM MAXIMO™
- IBM FOOD TRUST™ & IBM MAXIMO™
- IBM Bank Consortia, Analytics & Commerce Services
- TradeLens & IBM FOOD TRUST™

#### IBM Watson™ / IBM Oniqua™ / IBM Watson IoT™ / IBM Predictive Maintenance and Optimization

**Innovative Enterprise Class Technology:**
- Security / Privacy
- Reliability
- Scalability
- Resilience
- Auditable

Private & Permissioned Blockchains Powered by IBM & Hyperledger Fabric

Mobile

Hybrid Clouds & Commerce

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Today:

Bringing together the world’s most advanced expertise, technology and ecosystem to transform industries

<table>
<thead>
<tr>
<th>Experts</th>
<th>Solutions</th>
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</thead>
<tbody>
<tr>
<td>Collaborate with comprehensive services teams from ideation all the way to production</td>
<td>Solve critical industry challenges by building and joining new business networks</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Platform</th>
<th>Ecosystems</th>
<th>Hyperledger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop, govern and operate enterprise blockchain networks with speed and security</td>
<td>IBM has experience across more than 400 Blockchain projects where we facilitate and build ecosystems</td>
<td>As a founding and premier member of Hyperledger, we’re committed to open source, standards and governance</td>
</tr>
</tbody>
</table>
How IBM is aiding clients to transform their Industries & Business Processes

Develop
Rapid, Iterative Application Development

Govern
Create and govern blockchain consortiums for democratic, multi-party management

Operate
Deploy and operate an always-on Blockchain network with enterprise and production-ready performance and security

Solutions
Collaborate / Co-Create / Build / Deploy your “Minimum Viable Product” (MVP) to Production

- We Innovate & Co-Create
- We Co-Design
- We Build
- We Deploy
- We Integrate & Connect
- We Manage
- We Secure
- We Transform

Ecosystems
Create, Invite and/or Manage your own “Minimum Viable Ecosystem” (MVE) with democratic business rules

- We Build
- We Expand
- We Nurture
- We Partner
- We Invest
- We Facilitate
- We Orchestrate

Industry Platforms
Keeps your network running / Provides the control center & bulletproof security to grow with confidence
IBM is investing heavily in Blockchains for Business

“IBM is clearly regarded as having the strongest credentials in the blockchain sector, well ahead of competitors” – Juniper Research

**Our People**
- 60,000+ People enabled through IBM blockchain training
- 5,000+ Trained Consultants at IBM
- 3,000+ Trained Developers
- 700+ SME’s in hiring pipeline

**Our Experience**
- 108 Live Blockchain Consortia & Industry Platforms
- 600+ Blockchain Enterprise Engagements

**Reducing Your Risk**
- 105+ Years of being a safe and reliable brand
- 4+ Years Supporting world’s largest Blockchain networks
- 9,100 Patents in 2018
- $30 Million Value of Community Code Contributions

60,000+ People enabled through IBM blockchain training
5,000+ Trained Consultants at IBM
3,000+ Trained Developers
700+ SME’s in hiring pipeline

108 Live Blockchain Consortia & Industry Platforms
600+ Blockchain Enterprise Engagements

#1 Enterprise Blockchain Provider

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IBM’s Banking, Payment, Scale & Security Credentials

97% of the world’s largest banks are IBM clients

90% of global credit card transactions are processed on IBM mainframes

IBM runs 75% of world's financial transactions each and every day
Why IBM is a unique partner

Continuous Innovation
25 years of invention & patent leadership
In 2017, IBM patented more than 9,000 innovations across cognitive solutions, cloud platforms and blockchain.

Cognitive Computing & IoT
Natural Language Computing
Machine Learning
Evidence-based hypothesis
IBM Watson IoT & Industry 4.0

Industry Platforms & Hybrid Cloud
IBM Food Trust™
IBM Blockchain

Analytics Leadership
We have built the world’s broadest and deepest portfolio in data and analytics.

Why IBM is a unique partner

One of the world’s Leading Digital Agencies
The Evolution of Experiences:
“Good design is good business.”
Thomas J. Watson Jr.

Co-Creation w/IBM Enterprise Design Thinking

Our Strategic Partnerships

IBM Interactive Experience
5,700+ Designers Around the world

It’s your data
Handle it your way

2017
9,043
8,500+
2017
50
2017
105,000+

9,043
8,500+
2017
50
2017
105,000+

9,043
8,500+
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