



KPMG ORIGINS | Asset
Traceability

JUSTIFYING BEEF CLAIMS

Reimagining the beef supply chain with an
infrastructure of trust



KPMG Origins is a blockchain based supply chain traceability platform that enables beef companies to share information in a trusted environment. It provides what business partners require, a connected ecosystem to meet the varying needs of beef exports and transactions.

Food supply chains of the 21st century are complex – they're faster and handling greater masses of data than ever before - resulting in risks of compliance, a lack of customer trust and possible food fraud. Demands from retailers and consumers for transparency and trust is growing.

Argyle Foods Group, a vertically integrated Australian beef company, saw the value of trusted, transparent value chain technology to service their domestic and global customers. In collaboration with KPMG, they have been focused on demonstrating provenance in their international beef value chains.

The KPMG Origins platform offers the trusted link between the data from each participant in order to provide end-to-end traceability and provenance, enabling the Argyle supply chain data to be tracked from the farm all the way through to the retailer. KPMG Origins also facilitates data permissioning to enable data sharing with Argyle's suppliers, buyers and service providers.

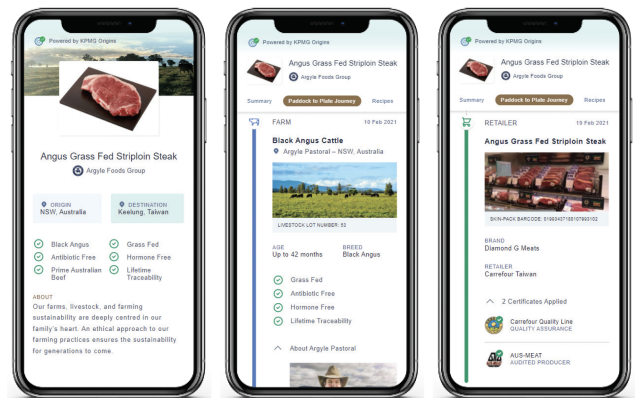
The implementation of blockchain for provenance is a game-changer for Australia's beef market and protects both consumers and producers. The KPMG Origins platform offers both scalability and agility, can work across our complex and highly dynamic supply chain. It's a comprehensive solution, enabling end-to-end traceability from farm to consumer.

While many meat businesses have looked at blockchain and other related IoT technologies, most have dropped their plans or have put them on hold, failing to see the full value in the technology beyond

eliminating fraud. But Argyle Foods Group recognised much wider advantages, with three factors driving its investment in blockchain traceability including:

- meeting increasing customer demands for verification of provenance and product claims,
- driving process improvement, particularly through harmonisation of operating systems and data sharing along our supply chain, and
- enabling improved access to working capital with increased product transparency and data sharing capabilities.

Argyle believes KPMG Origins also lends itself to several other opportunities within the industry including consignment automations and document management, cross-jurisdictional regulatory compliance and asset compliance checks and more broadly to environmental impact reporting associated with products within the supply chain.



Picture: Consumer product story enabled by KPMG Origins

We are solving the challenges of supply-chain complexity that many global businesses are facing in today's new era of digital capabilities and related risks. We believe that consumers benefit from the heightened trust we can provide regarding products entering the global marketplace.

Laszlo Peter
Partner, KPMG Ventures | CEO of KPMG Origins