



KPMG ORIGINS | Asset
Traceability

CONSUMER TRUST IN RICE

Data integration to drive **trust and transparency**
with SunRice



KPMG Origins is a platform for participants in a supply chain to fairly share information. Using blockchain technology, it provides an infrastructure of trust for business partners and integrates with interactive digital applications on both mobile and enterprise channels, meeting the varying needs of B2B and consumer segments.

Use Case 1: Data integration to drive trust and transparency

For Agricultural and FMCG companies, it has traditionally been a challenge to bring together disparate data points from multiple participants in the value-chain (i.e. from farm to table). This particularly matters when an organization is committed to building a resilient and sustainable supply chain. Accurately measuring, capturing and sharing data pertaining to provenance, ethical sourcing practices, sustainability etc., achieves two key outcomes:

1. Strengthening relationships with like-minded b2b customers, suppliers and regulators
2. Driving trust with consumers, who value and who are willing to pay a premium for brands that can tangibly demonstrate ESG and sustainability commitments

The KPMG Origins platform demonstrates how these outcomes can be realized. The KPMG team worked on a co-creation project with SunRice, a major Australian rice producer to explore the range of emerging technologies to capture metrics across its rice supply chain. Leveraging data from farm-based IoT devices, drone technology, GIS systems and traditional ERP systems, our platform was able to build the story of a bag of rice, to test both operational (e.g. quality, recalls, traceability) and commercial (market-specific narratives) hypotheses.

Outlook: Interactive consumer engagement

In Australia, organisations are increasingly looking to

source overseas and sell to new markets. However, they often find that their core values and commitments to best-practice are firmly rooted at home and must be demonstrated to global markets. Our team recognised the need to support a consumer focused marketing strategy, comprising of digital proof-points, which build the trust placed in the brand.

KPMG Origins re-imagines a future state through an interactive AR app that brings together trusted and verified information sources from a Blockchain-enabled platform. Whether it is the Chinese consumer tracing provenance and authenticity of Australian produce or the Middle-Eastern consumer assessing ISO quality certifications, our platform enables our clients to tailor and personalise a narrative to each of their markets and consumer segments.



Picture: Interactive mobile app showing detailed product information to consumers

SunRice is on a strategic journey to strengthen the trust placed in its brand, by exploring how data sharing & emerging technologies can support our processes and outcome.

Lynette Ryan
Head of Sustainability, SunRice