The Future of Blockchain on the Family Farm

Saturday, Jan. 26th 3:00pm

About the Session:

Learn why Blockchain is becoming one the biggest buzzwords in the Agribusiness supply chain industry, enabling product traceability, verification and visibility into the authenticity of food from farm to table. Explore how this rapidly advancing technology will affect the future of the Family Farm.

More About Blockchain: Through Blockchain technologies there exists a secure, end-to-end recordkeeping of transactions between all participants within the food supply chain. These records provide detailed information regarding food origin, product traceability through the supply chain, verification that all participants have complied with Federal and State regulatory laws. Consumer can see exactly where their food is grown, the farming practices used, the journey the food took through the supply chain, and the unique nutritional values it has compared to other products on the shelf. A consumer only needs a smartphone app, or a Blockchain enabled website, to determine which food products are the cleanest, healthiest, most ethically and environmentally produced.

About the Speaker:

Mitch is a business technology strategist with expertise in all facets of digital communications, cloud-based software platforms and data-driven product innovations. He is the former President of two publicly traded companies Telemetrix, Inc. an FCC Licensed GSM operator of wireless communications, providing remote device and sensor connectivity, and MatchLogic, Inc. (a division of Excite@Home) an interactive marketing services company providing web-based marketing and data solutions to Fortune 500 Companies. Mr. Bennett has also held executive leadership positions at West Corporation, Digitas, Electronic Data Systems (EDS), Automatic Data Processing (ADP) and Case IH Agriculture. Mitch is currently the President of BlueTell Technologies and Farmroots.io providing strategic consulting services to businesses developing cloud-based digital strategies for Blockchain, IoT sensors networks, and e-commerce solutions to meet the increase demands for connected devices and consumers. He is certifed in Blockchain technologies and is a graduate of the University of Iowa.

Mitch@Bluetell.com