



## Process solution integrated with Blockchain technology introduced in US

A large machinery group and a dynamic startup: an alliance which has Industry 4.0 technologies, grown between Veneto and Silicon Valley. Taking advantage of the combination of two important events, the United Fresh Show in Chicago and the Forbes AgTech Summit in Salinas, the Turatti Group from Cavarzere (Venice) and the Paduan startup Ez Lab presented the world's first example of food processing machinery in compliance with the blockchain technology.

According to the company, this has stirred up much interest: the single machines and the process lines of Turatti are now able to record in real time, on a blockchain platform, different steps to which the product is subject.

The data are then automatically encoded on an unmodifiable register and can be checked at any time. Therefore Turatti said any company that adopts this machinery "can offer a new guarantee in terms of food safety, because the blockchain technology allows to certify all the processing steps to which each individual lot has been submitted". This certification can reportedly be shown as a guarantee and proof in case of complaints relating to product safety.

The decision to launch the product starting from the US market is not a coincidence. Both Turatti Group and Ez Lab are also "based" in the States: the Cavarzere Group, with its Turatti North America plant, is located in Salinas where last year the Paduan startup took part in an acceleration program of five months promoted by Thrive.

"Food safety topics", explains Massimo Morbiato, founder of Ez Lab, "are becoming central. Consumers are rightly more and more concerned with this aspect, they ask for guarantees, they weigh their purchase choices. The application of blockchain technology to the Turatti process solutions can also be effectively integrated with AgriOpenData, our platform for traceability of the supply chain that allows consumers to know all the steps from the field to the supermarket shelf".

"Innovation is in our group's DNA," says Alessandro Turatti, president and CEO of Turatti North America. "From the development of the initial idea to the machine or to the final software. With one foot in the fields of Salinas (the US 'salad bowl') and the other one well planted in Silicon Valley, we have revolutionized food processing once again. With Ez Lab and through Thrive AgTech platform, of which we are providers and partners with Yamaha, Cisco, Wells Fargo, just to mention some of the best known names, we have created a solution in the interests of food safety, efficiency and the 'Farm to Fork' chain".

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