

# Blockchain technology in food supply chains: views from the practice

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## **Abstract**

Blockchain technology (BCT) has a great potential to improve food systems, and it could play an important role in food marketing strategies. However, our knowledge of its benefits and adoption challenges remains limited. Complementing prior studies which mostly rely on archival material, we use qualitative interviews with industry experts to obtain first-hand nuanced insight. We identify twenty perceived benefits and challenges to BCT use, and demonstrate the importance of engaging multiple actors at micro/meso/macro levels. Expanding on prior studies focusing on BCT use for traceability and safety in the midstream of FSC, we extend BCT discussions to FSC upstream and downstream, highlighting BCT societal benefits for the traditionally disadvantaged farmers and for end-consumers concerned with food health and environmental benefits.

**Keywords:** *blockchain technology, food, social benefits*