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Singaporeâ??s GrowHub Innovations launces food traceability platform

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The GrowHub Innovations Company has unveiled its pioneering blockchain-powered food traceability platform to bring unprecedented transparency to Asia Pacific's (APAC's) agricultural ecosystem. By leveraging the immutability of public blockchain technology, this made-in-Singapore innovation provides farm-to-fork visibility, equipping consumers with the power to make informed decisions.

At the heart of GrowHub's platform is its traceability solution, hosted on the robust Polygon network â?? which aims to transform the end-to-end tracking of food and other consumables. Every stage of the supply chain journey is meticulously recorded as an immutable digital ledger â?? from ingredient sourcing and production processes to distribution logistics and retail sales. Customers can scan the QR code on any product packaging to access real-time information such as the farm of origin, production methods, and transportation routes. The comprehensive data capture ensures the complete authenticity and provenance of food items.

Traceability is just one facet of GrowHub's blockchain solution. The platform also has robust anti-counterfeit capabilities, leveraging unique digital identifiers such as RFID and NFC tags, amongst other technologies, to validate product authenticity at every supply chain checkpoint. This virtually eliminates the risk of counterfeit goods infiltrating legitimate channels.