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# TraceX uses blockchain to offer ‘bean to cup’ traceability for coffee production

Announces partnership with international non-profit TechnoServe

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**Announces partnership with international non-profit TechnoServe**

TraceX Technologies, a blockchain-powered traceability platform that enhances food and supply chain transparency, has partnered with international non-profit TechnoServe, to offer end-to-end digital traceability for coffee produced by 3500 farmers in Araku Valley, Andhra Pradesh.

Through this partnership with Bengaluru-based startup TraceX, TechnoServe can provide their partner brands Blue Tokai and Humble beans the ability to track and record the journey of coffee through every stage of the production process, from bean to cup.

The TraceX’s solution to TechnoServe is a perfect example of seeing Blockchain Traceability in action. A connected supply chain with transparency across the multi-stakeholders is the need of the hour and that is being realized with TraceX's Blockchain traceability platform.

TechnoServe uses the pre-harvest module to track the first mile connectivity of the coffee value chain. This is followed by the onboarding of Blue Tokai, Humble Beans and Slay Coffee clients onto the same blockchain network to track the post-harvest processes and generate a QR code product identity for consumer engagement. A seamless integration of all the stakeholders on a collaborative platform in the supply chain, building trustworthy and authentic customer brands.

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Read online: https://nuffoodsspectrum.in/news/16/19077/tracexs-blockchain-powered-platform-to-offer-bean-to-cup-traceability-for-coffee-production.html
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