

Blockchain-Based Supply Chain Solution

Beingmate: Restoring Chinese customer confidence in maternal and child product industry with blockchain-based traceability system

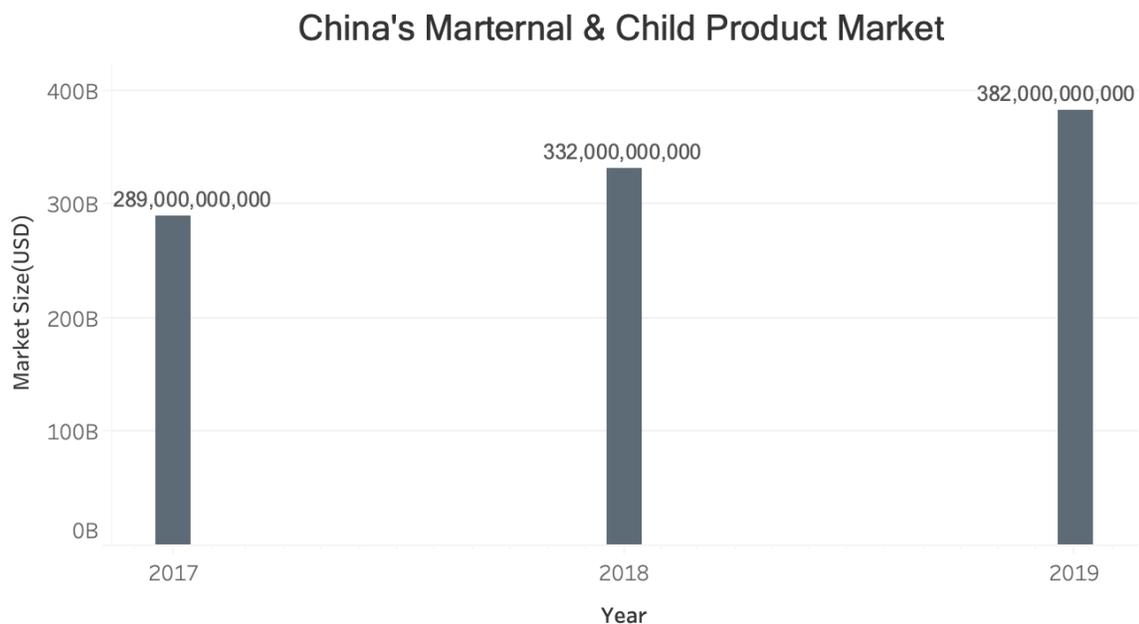
Aves Lair

Blockchain & AI Accelerator



Chinese Maternal & Child Product Market Overview

China's booming market after the end of the "one-child policy"



China has seen a spike in the number of newborns since the end of the "one-child policy" in 2015. In 2019, the market size of the maternal and childcare product industry in China reached approximately 2.7 trillion RMB, which is more than 382 billion USD.

The market has been growing at around 15 percent annually in the past three years, according to a recent [Statista](#) report. Being one of the most in-demand maternal and child products, the baby formula market is expected to expand to 32 billion USD in 2023, according to Euromonitor International.

Customer's lack of trust in the domestic maternal and child product industry

More than a decade after the globally reported food safety scandal in China in 2008 where infant's formulas were adulterated with a toxic chemical component called melamine, causing the death of 6 babies and the hospitalization of 54,000 babies, Chinese customers are still deeply traumatized by the horrific incident. Their confidence in the domestic maternal and infant industry has yet to be restored. Preferring to be safe rather than sorry, a lot of parents are still choosing to import baby food from the Netherlands, New Zealand, and Australia over domestic brands. In 2019, 356 thousand metric tons of baby formula were imported to China, up from 333 thousand tons in 2018, according to Statista.



Other Countries



356,000
Metric Tons

Parents' Top Decision-Making Factor: Shopping for Baby Food



Customer: Safety above everything

According to a Statista survey conducted last year (Jun-Aug. 2019), 66% percent of surveyed parents view safety as the top decision-making factor when they are shopping for baby food and products.

Key players in the industry: Building traceability systems

Knowing the biggest hesitations that customers have in purchasing baby products is the lack of trust, key players in the industry have worked together to build a complete traceability system from farms to stores. Beingmate's baby formula, for example, needs to pass more than 60 index tests before leaving the factory. This concludes the full traceability system, including the data from raw materials, purchase, production, inspection, to sales.

Deficiencies of the current solution

Companies have been successfully creating transparency between themselves and customers by making the production cycle public and accessible. The legacy data system and tracing technology has inherent deficiencies and cannot fundamentally solve the problem of counterfeiting by copying and transferring anti-counterfeit labels. An extra layer of trust and guarantee is needed.

How can the blockchain technology help solve the current industry pain points?

The decentralized, non-tampering and data-encrypted characteristics of blockchain have made it the perfect solution to solve the current problem points in the food traceability system. Now the platform can trace and locate each traceability point in real-time, thereby targeting the responsible party. It also prevents any illegal attempts to alter data.



Properties of a blockchain network

Use Case I Beingmate

Beingmate has teamed up with N&T Labs to create a verifiable and non-tampering provenance record for each of its products.

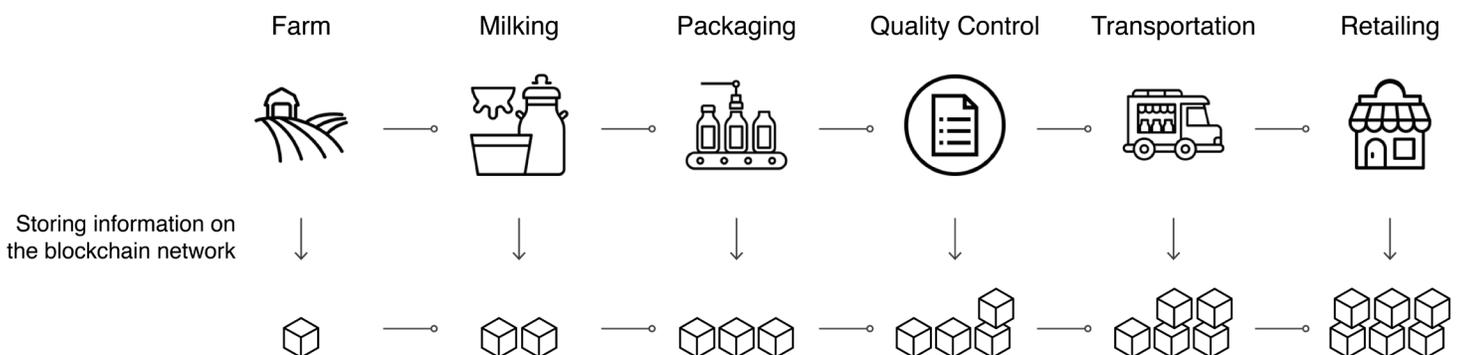
About

Beingmate Baby & Child Food Co., Ltd also known as Beingmate, is a Chinese food manufacturer headquartered in Hangzhou, China. Following Nestle and Feihe (a Chinese dairy company), who each took more than 13% of the baby formula market share in 2019(Statista), Beingmate is one of the key players in the industry, with about 4% of the current market share (Nielson).

Goal

The company has invested a lot of effort and resources into exploring the combination of blockchain technology and food safety. Beingmate aims to completely guarantee their product safety and link together the entire maternal-infant ecosystem to provide transparency and restore and strengthen customer trust by implementing blockchain technology solutions.

Solution



The verifiable and non-tampering provenance record for each product includes the location of the source farm, feeding and milking details, production process and methods, product's components and food test results, packaging information, transportation timeline and retail information. To accomplish this, they are using Canonchain, a public blockchain network.

Using a built-in WeChat application, consumers can scan a QR-code on each product's label to see every quality assurance checkpoint of the baby formula.

Product overview



STEP 1 Install Bingmate's WeChat in-built App

STEP 2 Scan the QR code on each product

STEP 3 Retrieve all the data uploaded from each node in the supply chain including:

- Farm location
- Feeding & milking
- Production process & methods
- Quality inspection report
- Packaging
- Transportation
- Retail

About

Nestled in the SoHo district of Manhattan, the Aves Lair Accelerator program is a carefully crafted collaboration between Lair East and Nakamoto & Turing Labs.

Aves Lair is dedicated to supporting and ushering in a new wave of blockchain & A.I. applications and founders with a focus on compliance, track record and longevity. We provide a wide range of customized services to startups and entrepreneurs with investments, training and a global network of resources that are thoroughly dedicated to creating a thriving atmosphere for all pioneers within our ecosystem.

Contact

Website: <https://aveslair.com/>

Email: mgmt@aveslair.com

Address: 424 Broadway #602 | New York, New York, 10013

Aves Lair

Blockchain & AI Accelerator