



Provenance technology

Powered by mobile, blockchain and open data, our software gathers product information and tracks product journeys in a way that is secure, trustworthy and accessible. Our whitepaper [Blockchain: the solution for transparency in product supply chains](#) details the technology and its benefits for businesses, society and environment.

Recommended general blockchain videos

- [Understand the Blockchain in Two Minutes](#) (02:25)
- [World Economic Forum: What is blockchain?](#) (02:19)
- [Bitcoin explained and made simple | Guardian Animations](#) (03:24)
- [How Bitcoin Works in 5 Minutes. \(Technical\)](#) (05:25)
- [19 Industries The Blockchain Will Disrupt](#) (09:56)
- [TED Talks: The Blockchain Explained Simply](#) (15:31)
- [Ethereum Vs. Bitcoin: What Sets Them Apart? | CNBC](#) (02:33)
- Hyperledger - [IBM Think Academy: Blockchain, How it works](#) (03:35)

Resources

- [Blockchain Series Part I: What is a blockchain?](#) and [Blockchain Series Part 2: Blockchains vs. Centralised Systems](#)
At Provenance we are very excited about blockchain technology, which has been at the core of the project since the beginning. But beyond the hype, what does blockchain mean and how does it work in practice? We hope this series helps you understand the what, the how, and the why of blockchain.
- [Increasing financial transparency with proof of fair payment](#)
Working in an international coconut supply chain, Provenance supports fair trading through a system that proves the exact living wage payment received by farmers.
- [Reinforcing organic certification in the digital age](#)
Provenance increases innovation, efficiency, and shopper engagement with the Soil Association Certification mark: the most widely-used in organic food and farming.
- [The Co-op is exploring blockchain technology](#)
City A.M. reports on The Co-op exploring blockchain with Provenance via a "fairtrade

for the digital age" project.

- [**Blockchain Is Aiding This Fashion Collection With Transparency**](#)
Designer Martine Jarlgaard uses Provenance to track the journey of fleece from raw material to finished garment.
- [**The woman using technology to prove where food comes from**](#)
BBC News interviews Provenance founder Jessi Baker about blockchain in the future of business and the app's potential to revolutionise retail.
- [**From Shore to Plate: Tracking Tuna on the Blockchain**](#)
Provenance pilots blockchain technology for tracing yellowfin and skipjack tuna fish in Indonesia from catch to consumer.
- [**Blockchain technology trialled to tackle slavery in the fishing industry**](#)
The Guardian scopes Provenance technology's ability to differentiate fish caught sustainably to those caught illegally, or linked to human rights abuses.
- [**Tracking Tuna on the Blockchain to Prevent Slavery and Overfishing**](#)
Fast Company features the Provenance pilot tracking tuna with the same technology used to track Bitcoins.
- [**From a Fire Hose to a Weekend Bag**](#)
Upcycling and craftsmanship showcased at the point of sale via smart tags linking digital information with physical products.