



# Leveraging Blockchain Traceability For Brand Building

A Case Study About How Deploying Blockchain  
Traceability Helped to Create Consumer Engagement  
For A Leading Produce Brand in Indonesia





**The Republic of Indonesia is one of the most populated nations worldwide and among the largest countries by total area. In 2020, the total population of Indonesia amounted to approximately 270.2 million. It is the largest economy in Southeast Asia.**





# PT Sewu Segar Nusantara (SSN), a Leading Local Fruit Distributor and Marketer in Indonesia

PT Sewu Segar Nusantara (SSN) is part of Great Giant Foods, the brand entity of Gunung Sewu Group and a leading vertically integrated food player that cultivates, manufactures, delivers fresh and processed fruits, juice, meat, and dairy.

SSN has a distribution network covering:



**133 Cities in 9 Major Regions**

**2000 Modern Markets**

**52 Sub-Distributors**

**65 Wholesalers**

**6000 Retailers**



**DIMUTO**





# The Sunpride Brand

PT Sewu Segar Nusantara also brings fresh fruit to different market segments in Indonesia through the Sunpride® brand by continuing to be innovative in marketing processes to each market segment. The Sunpride® brand is recognized for the consistency in quality, taste and freshness achieved through tireless research in storage and packaging methods.





# A Need for Efficient Supply Chain Traceability



For some of its local products such as Pisang Mas, Melons and Oranges, SSN employs regional agronomists to work directly with smallholder farmers around different regions of Indonesia. With the low level of technology adoption amongst these farmers, efficient and cost effective supply chain traceability was needed that could help verify provenance and extend Sunpride's quality assurance to other local products in their portfolio, ensuring that Sunpride's brand promise of safe quality products is kept to its consumers.



# The Asian Consumer Perspective: Growing Demand for Safe & Traceable Foods

Over 40% of Asian consumers are concerned over where their food is sourced from and source-checking is a habit for some of them, indicated in a survey by the Asia Food Challenge report done by PwC, Rabobank and Temasek. It is clear that consumers across Asia are demanding stronger reassurance that food is safe, and are turning to brands they feel they can trust. Some consumers also indicate willingness to pay a "trust" premium for food bought directly from their source.

With this trend in mind, there is growing pressure on AgriFood food brands to be able to leverage technology for safe and traceable food solutions in order to build trust and credibility with consumers.

## DID YOU KNOW?

**51% of Indonesian consumers regularly check the source of their foods as part of their daily routine according to the Asia Food Challenge.**





A Real-life Case Study

# PT Sewu Segar Nusantara (SSN) Gains Supply Chain Visibility and Strengthens Consumer Trust in Sunpride Brand



Created by Trade, for Trade



# See the full picture with Insightful Trade Data

From Produce, Trade to Market, DiMuto AgriFood Trade Solutions have 8 key Product Features that help you gain visibility of the in-betweens in your supply chain



# An all-in-one, farm to fork platform

Our 8 Product Features include:

**Farm Management**

**Production Management**

**Trade Management**

**Inspection & Standards Management**

**EmVend Marketplace**

**SMART Marketing**

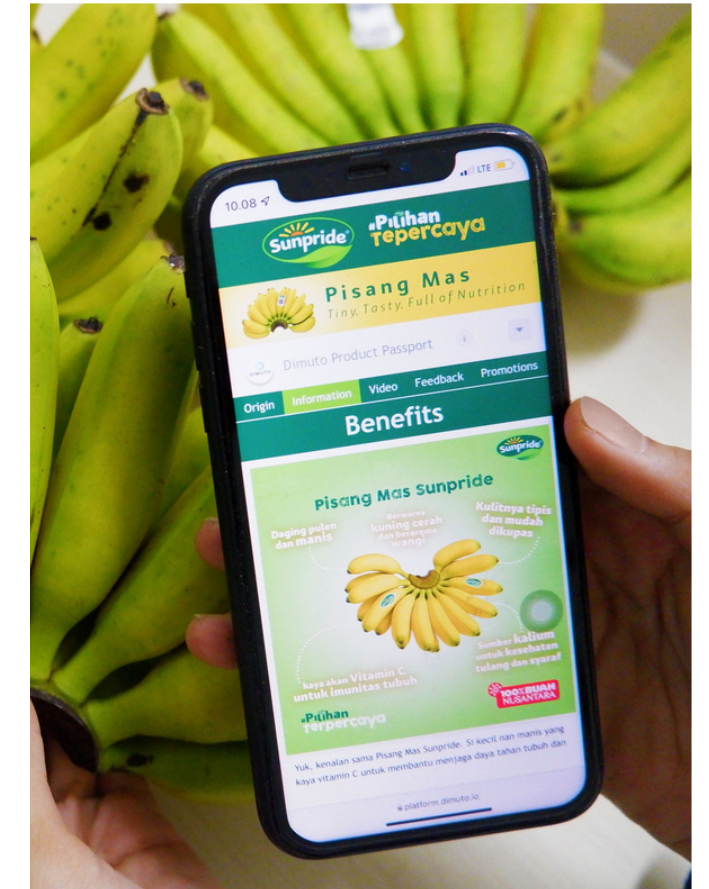
**Payment Management**

**Financial Services**



# Tracking Regional Supply Chain with DiMuto

Connecting the fresh produce from source to end consumer efficiently with DiMuto's unique Digital Identity labels and Platform



DiMuto DIDs are tagged onto each carton of fruit at mobile packing sites where SSN agronomists purchase fruits packed by smallholder farmers

The agronomists then scan the DIDs that gives each carton a unique identity and capture the quality of the fruit, which is automatically uploaded on the DiMuto Platform

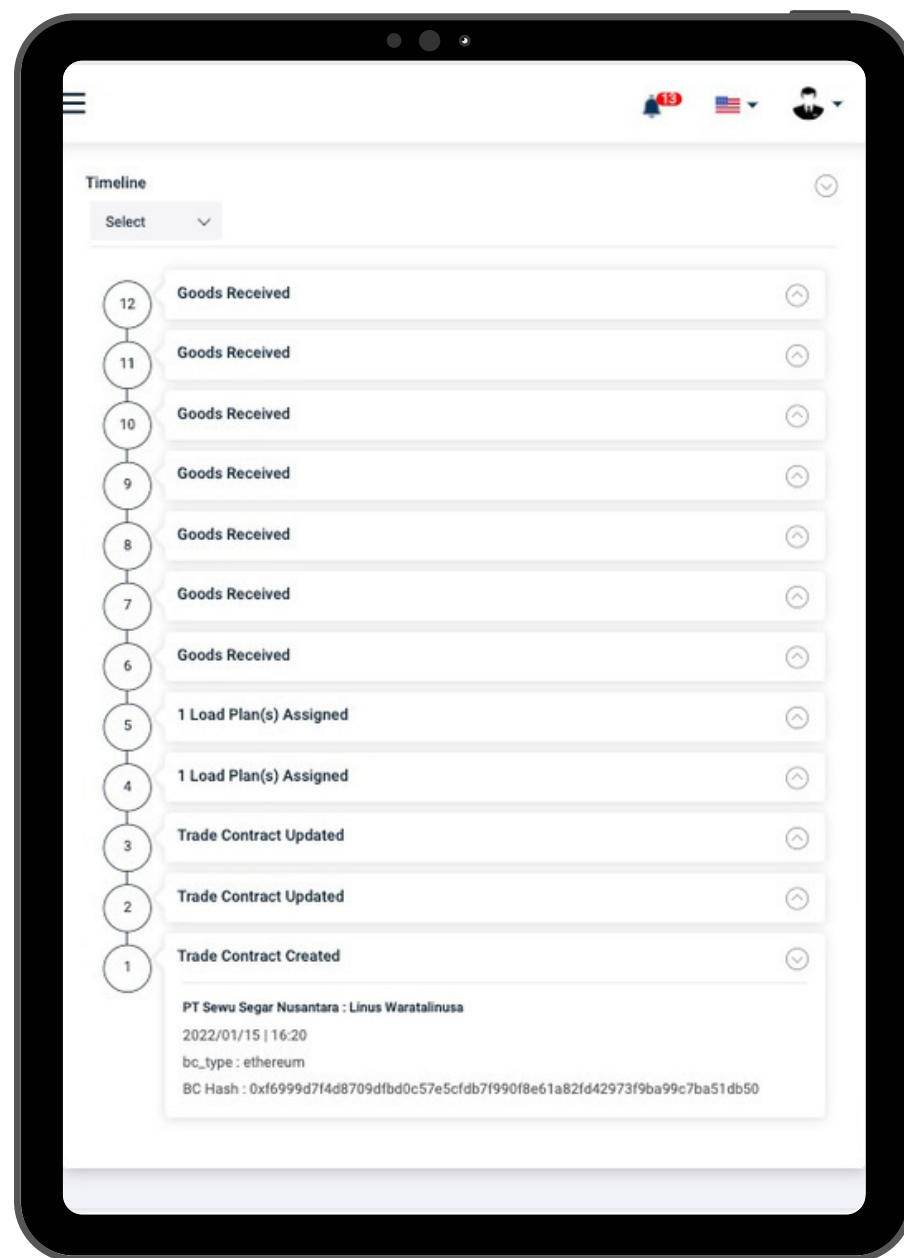
Such product data is combined with trade documents, sales and transport details on the DiMuto Platform by the sales, shipping and warehouse team

The SSN Marketing team is then able to seamlessly leverage the operational traceability information to communicate to end consumers with DiMuto SMART Marketing



# Applicable Blockchain for Food Traceability

Immutable Records of Supply Chain Actions in a single platform



The DiMuto Platform automatically records each transaction onto the blockchain, a distributed ledger technology that uploads information in blocks and adds new information in chronological order to ensure transparency.

Trade Information recorded by the different SSN departments are secured with a blockchain hash to ensure transparency and immutability, achieving supply chain provenance in the most secure manner.

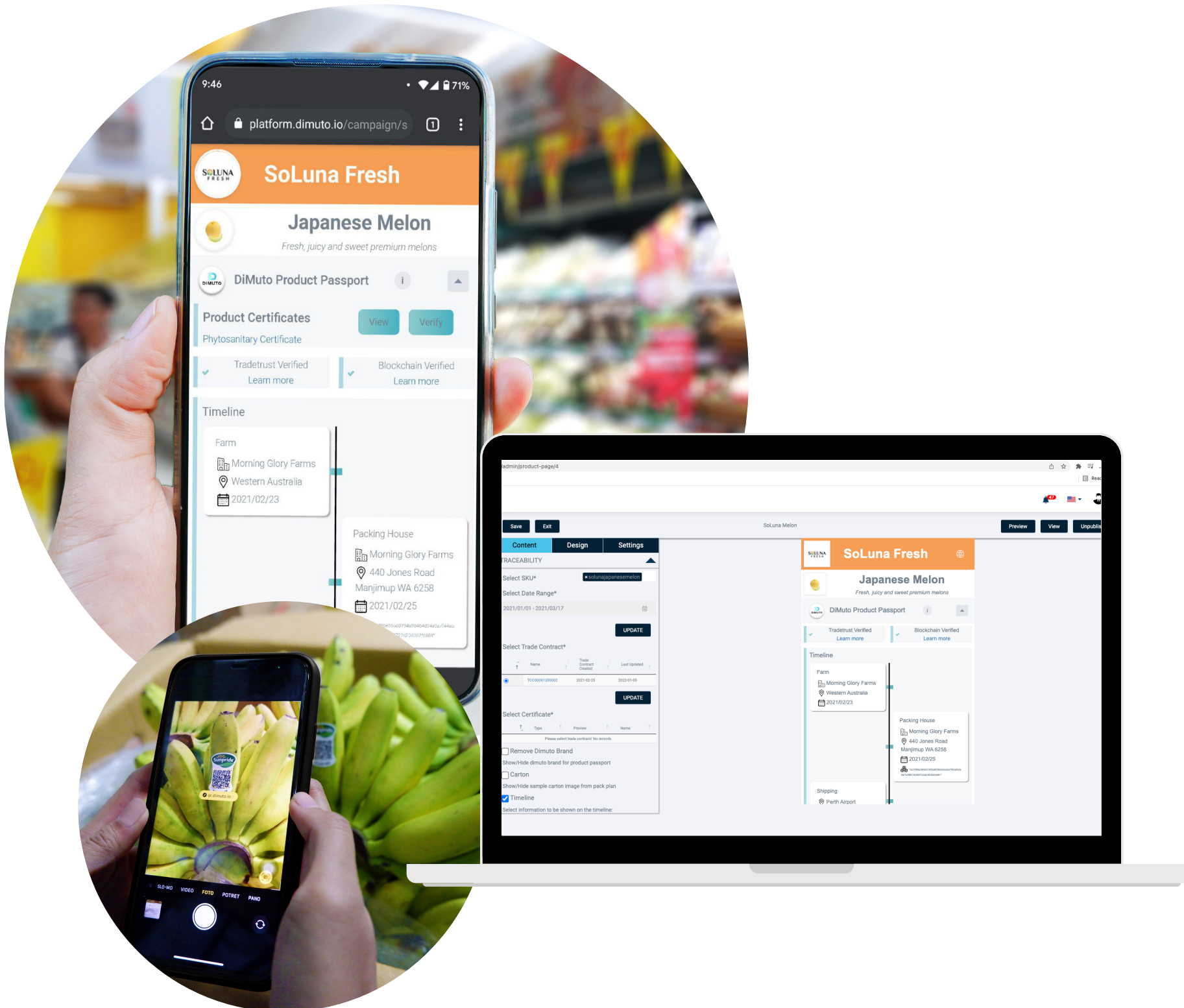
# DiMuto SMART Marketing

Communicate Verified Supply Chain Data with **DiMuto Product Passports**

DiMuto SMART Marketing gives marketing teams of produce brands the ability to seamlessly communicate traceability data that has been recorded by their operational team and display it to their consumers in the form of a **Product Passport**.

The **Product Passport** is able to showcase selected Product Certificates that have been uploaded on the blockchain, as well as critical supply chain stages such as Farming, Packing, Shipping and Receiving stages.

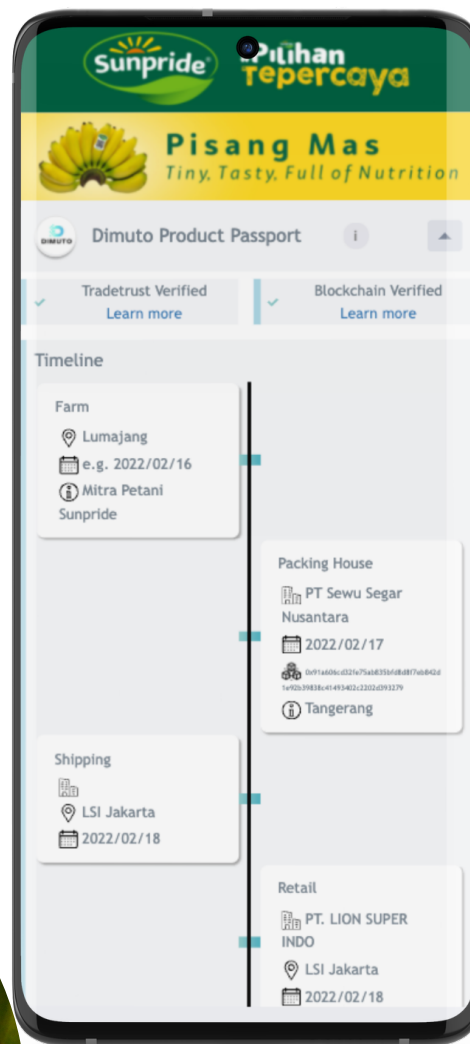
This helps produce brands to showcase product provenance and build consumer trust.



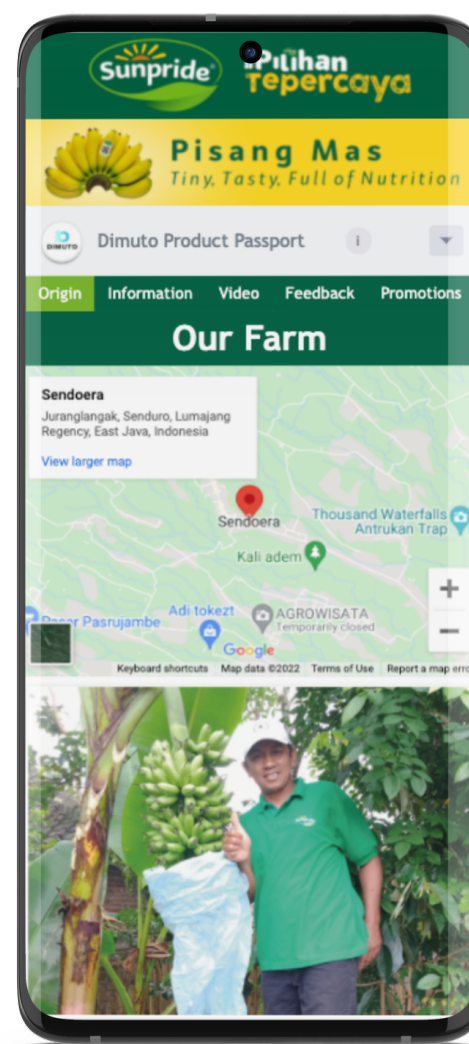


# Showcasing Sunpride Brand with DiMuto SMART Marketing

With DiMuto's Product Passport, SSN can now further strengthen their Sunpride brand and engage End Consumers with a scan of DiMuto DID:



DiMuto  
Product Passport



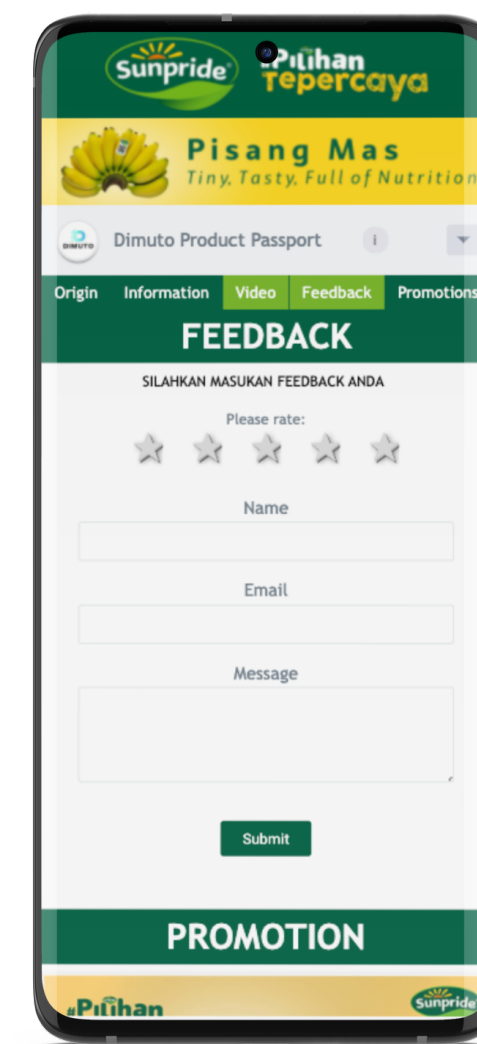
Farm Information  
and Origins



Health Benefits  
and Recipes



Video stories



Health Benefits  
and Recipes



Lucky Draws and  
Promotions



“The promo is interesting, but there are still a lot of green bananas”\*



# Creating Strong Consumer Relationships with Direct Insights and Feedback

With DiMuto SMART Marketing, executing brand marketing campaigns, hosting promotions and lucky draws to raise brand awareness, collecting product-specific feedback from end consumers make has never been easier for PT SSN

Feedback derived from end-consumers directly provide more insights on the individual products, ensuring visibility not only between SSN departments, but also close the loop with regards to product quality at consumer level.

The positive brand engagement ratings from Point-of-Sale promotions indicate strong potential for SMART Marketing to become an important marketing tool to drive sales, better understand end-consumers and build brand loyalty.

\*Example of real consumer feedback on Sunpride Bananas gathered on DiMuto SMART Marketing. Photo shown for illustration purposes only.



# DiMuto Helps Brands Communicate Verified Traceability to Consumers

With DiMuto, Brand Owners can now enjoy internal efficiencies from supply chain visibility even for smallholder farmer sourcing, and communicate verified food provenance to its end consumers

- ✓ Track and trace food products from source, even in remote regions and low technology adoption rates
- ✓ Products, trade information, documents and actions of each trade seamlessly recorded and presented in timeline view across all departments for ultimate efficiency
- ✓ Automatically empower marketing team to communicate critical supply chain information to end consumers
- ✓ Ability to conduct marketing promotions such as giveaway campaigns to end consumers in various markets



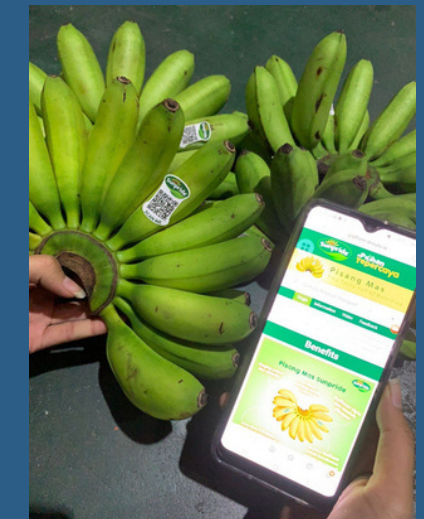
Cartons and fruits digitalized with DiMuto DIDs



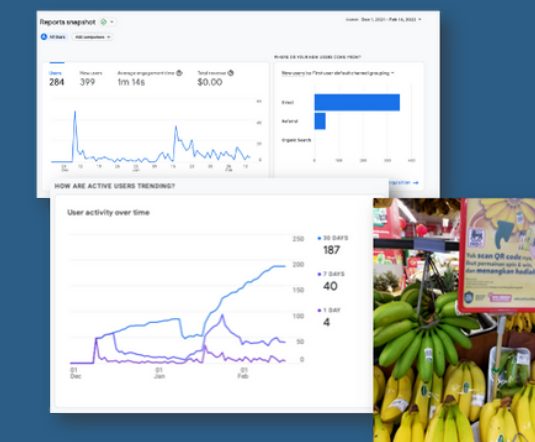
Scanning and capturing pre-shipment packing quality



Trade documents, shipping and product data all unified in one timeline



Communicate supply chain data with DiMuto Product Passport and engage end consumers



Conduct localized marketing campaigns and analyze marketing performance



# Get Our Solutions Demo

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[contact\\_us@dimuto.io](mailto:contact_us@dimuto.io)



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