



To Block or Not: Exploring the Use of Blockchain in Last-Mile Agriculture Communities

October 26, 2021, 8am-10am (EDT)

https://viriniatech.zoom.us/webinar/register/WN_oFTxGOTqS9aY3YaNg0W4QQ

Traceability. Transparency. Trust.

Food systems built on these principles generally are known to attract higher price premiums by increasing consumer confidence and value for the products. This creates income earning opportunities for producers and upgrades the quality of agri-food value chains. Blockchain technology is heralded for its ability to improve traceability, trust, and trust in agri-food value chains. What is lesser known is whether it is a viable technology for those value chains that originate in last-mile agriculture communities.

This webinar explores the contexts in which blockchain offers real solutions to strengthening value chains and its potential for creating social impact, like improved food security or engaging youth in agriculture. For the optimist and the skeptic, this two-hour webinar aims to discard the trendiness of the emerging technology and take a pragmatic view of the opportunities to use blockchain to strengthen last-mile agriculture.

Technology Panel

8am – 9am

David Davis, CEO, AgUnity
Keith Nielsen, Director, AgriUT Foundation
Mary Nderito, Trans-Africa Agribusiness Solutions
Jessica Agnew, Assistant Director, CIRED, VT

Views from the Field Panel

9am – 10am

Bill Lay, Founding Director, Kenya Private Sector Alliance
Nurvitria Kristofikova, Program Director, AgUnity
Joseph Mwangi, Lecturer, Egerton University
Jemima Ikalakala M'mayi, Coordinator, New Vision



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