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PwC pairs with traceability start-up

Trade technology start-up DiMuto has joined with PwC Singapore's Venture Hub to grow the international agri-food coldchain market



DiMuto's Track & Trace solution assigned unique QR codes to Queen Frozen Fruit's durians

PricewaterhouseCoopers (PwC) Singapore's Venture Hub has announced a partnership with DiMuto, a start-up which provides end-to-end supply chain visibility for businesses.

The partnership will provide DiMuto with expertise, including business and operations advisory support, to scale up its operations in the international agri-food coldchain market.

"This is a significant milestone for DiMuto as it strengthens our capabilities in using disruptive innovation to grow the international agri-food coldchain market - in a bigger way," said Gary Loh, DiMuto's founder.

"With PwC's deep expertise in helping quality companies with their expansion plans, we are confident of accelerating our expansion worldwide, as we continue rolling out our Track & Trace blockchain solution to benefit more industry players," he said.

"Now that we have stronger resources, we envisage a faster rate of market adoption for DiMuto's trade solution, which is platform-agnostic and interoperable among the different blockchain systems currently used by the big global retailers."

DiMuto's Track & Trace blockchain solution, which digitises each fruit into a traceable digital asset, tackles key issues hampering trade in the agri-food coldchain market including financing, supply chain transparency, as well as food safety and wastage the company said.

This partnership comes after DiMuto recently [announced](#) its platform will be used by Thailand's largest fresh durian exporter and frozen durian producer - Queen Frozen Fruit.

Australia's Morning Glory Enterprise is also using the platform for its spaghetti squash, and in product trials held

between March 2019 and June 2019, DiMuto tagged 1.2m fruits (durians, apples, avocados, lemons and oranges) for various companies in the US, Thailand, Mexico, Australia and China.

"Strengthening traceability in the food supply chain through innovative technologies is in line with our purpose of building trust in society and solving important problems and we are pleased to be working with DiMuto in this regard," said Patrick Yeo, PwC Singapore's Venture Hub leader.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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