



WOW, THIS COFFEE IS AMAZING! MIND TELLING ME WHERE IT COMES FROM?

THE BEANS WERE SOURCED FROM A FARM IN CENTRAL AMERICA.

I'M CURIOUS, HOW DID YOU FIND THIS FARM?

I SEARCH FOR GOOD, FAIR-TRADE CERTIFIED COFFEE ON A BLOCKCHAIN PLATFORM.

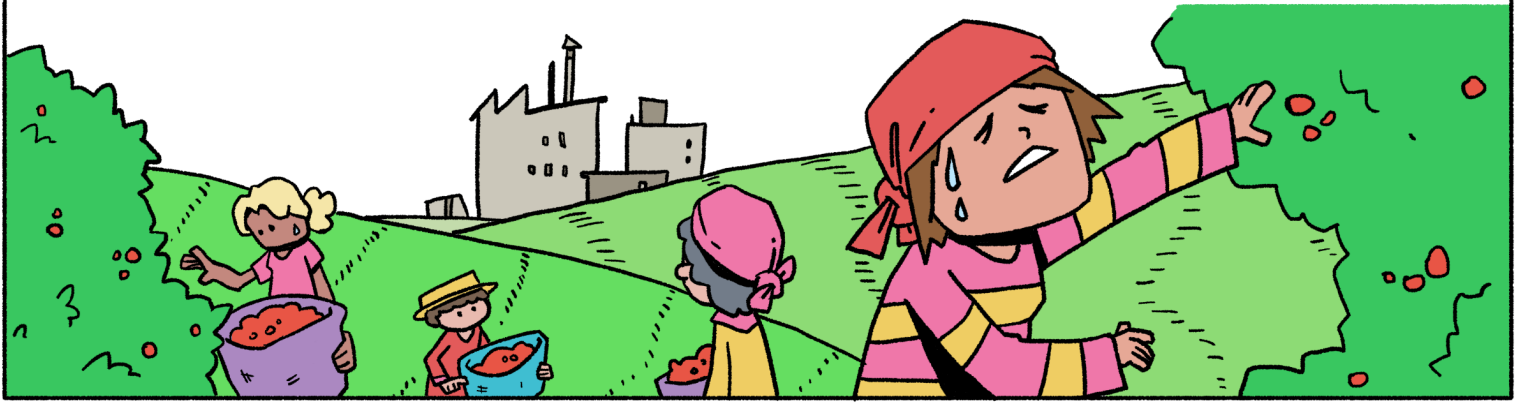
BLOCKCHAIN?

ABSOLUTELY! BLOCKCHAINS CREATE A TRANSPARENT RECORD -- YOU CAN TRACK THE BEANS FROM FARM TO CUP. PLUS, THE DATA'S SECURE, SO YOU KNOW THE FARMERS ARE TREATED FAIRLY. COME, I'LL SHOW YOU.

USING THE BLOCKCHAIN PLATFORM, I DISCOVERED MARIA'S FARM. I CAN EXPLORE THE COFFEE'S ORIGIN STORY, VIEW IMAGES OF HER FARM, UNDERSTAND HER SUSTAINABLE FARMING METHODS, AND EVEN COMMUNICATE WITH HER DIRECTLY.

PREVIOUSLY, I WOULD DELIVER MY BEANS TO A NEARBY COOPERATIVE FOR DRYING AND PROCESSING.

THE COOPERATIVE SOLD THE BEANS TO A MAJOR COFFEE COMPANY, YET THE OFFERED PRICE BARELY COVERED EXPENSES. I FELT FRUSTRATED, EXPLOITED, AND YEARNED FOR FAIR COMPENSATION FOR MY LABOR.



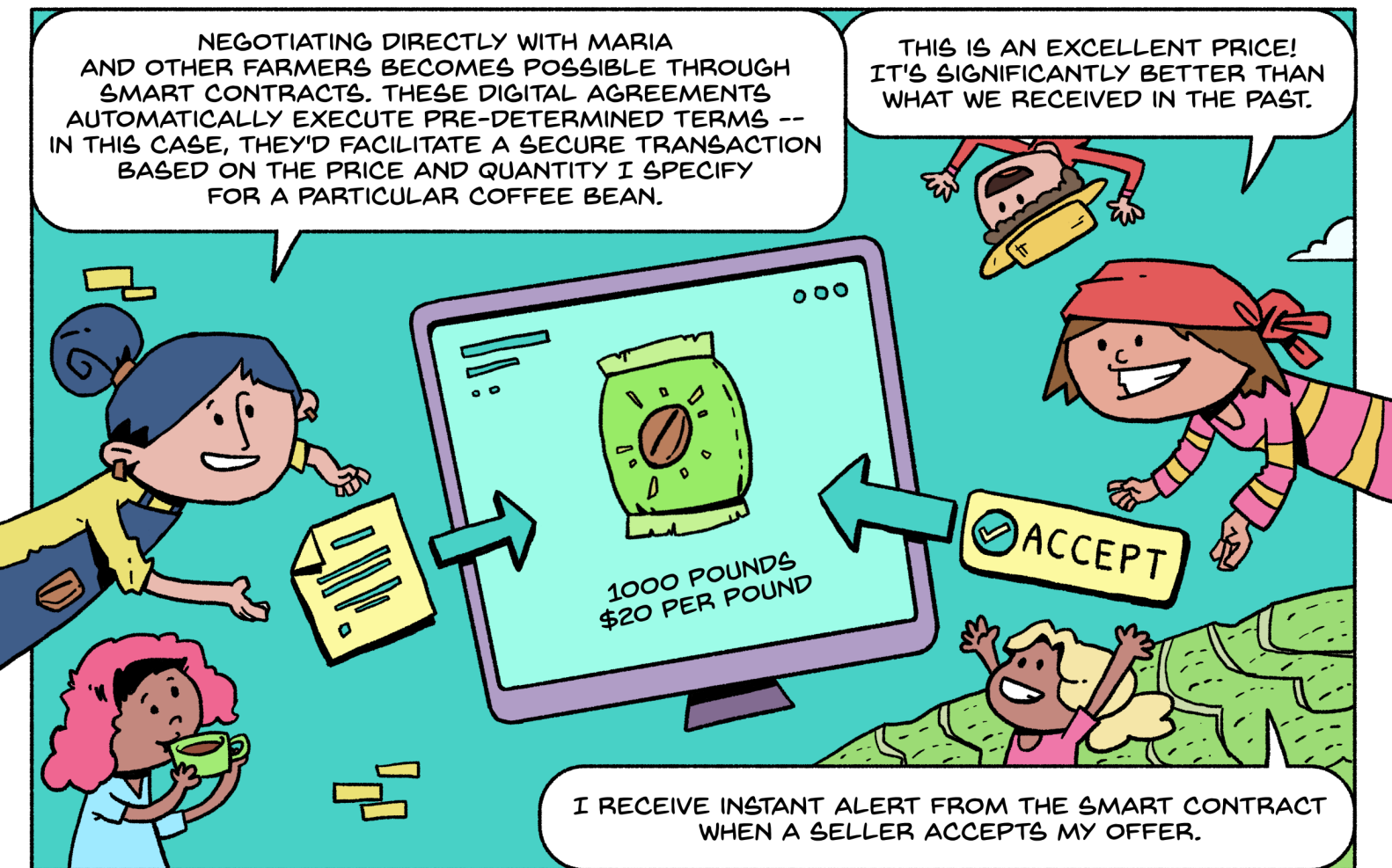
MY SEARCH FOR FAIR PRICES LED ME TO SMART CONTRACTS. BUILT ON BLOCKCHAINS, THEY OFFER TRANSPARENCY AND CAN GUARANTEE FAIR TRADE PRACTICES.



FARMERS LIKE US SIGNED UP ON THE BLOCKCHAIN PLATFORM. WE REGISTERED INFORMATION ABOUT OUR LAND AND COFFEE PRODUCTION (INCLUDING BEAN TYPE, SIZE, AND HARVEST DATE, AND IT'S ALL SECURELY VERIFIED AND STORED, PREVENTING MANIPULATION, AND ENSURING TRANSPARENCY THROUGHOUT THE JOURNEY.

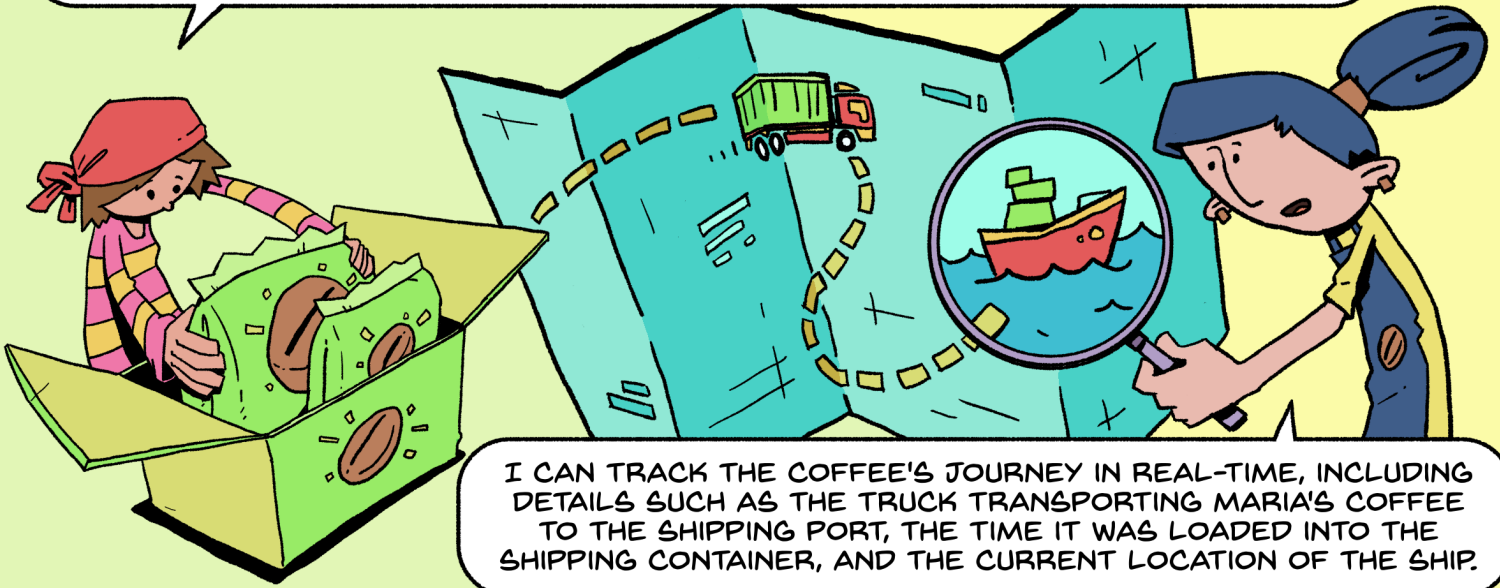
NEGOTIATING DIRECTLY WITH MARIA AND OTHER FARMERS BECOMES POSSIBLE THROUGH SMART CONTRACTS. THESE DIGITAL AGREEMENTS AUTOMATICALLY EXECUTE PRE-DETERMINED TERMS -- IN THIS CASE, THEY'D FACILITATE A SECURE TRANSACTION BASED ON THE PRICE AND QUANTITY I SPECIFY FOR A PARTICULAR COFFEE BEAN.

THIS IS AN EXCELLENT PRICE! IT'S SIGNIFICANTLY BETTER THAN WHAT WE RECEIVED IN THE PAST.



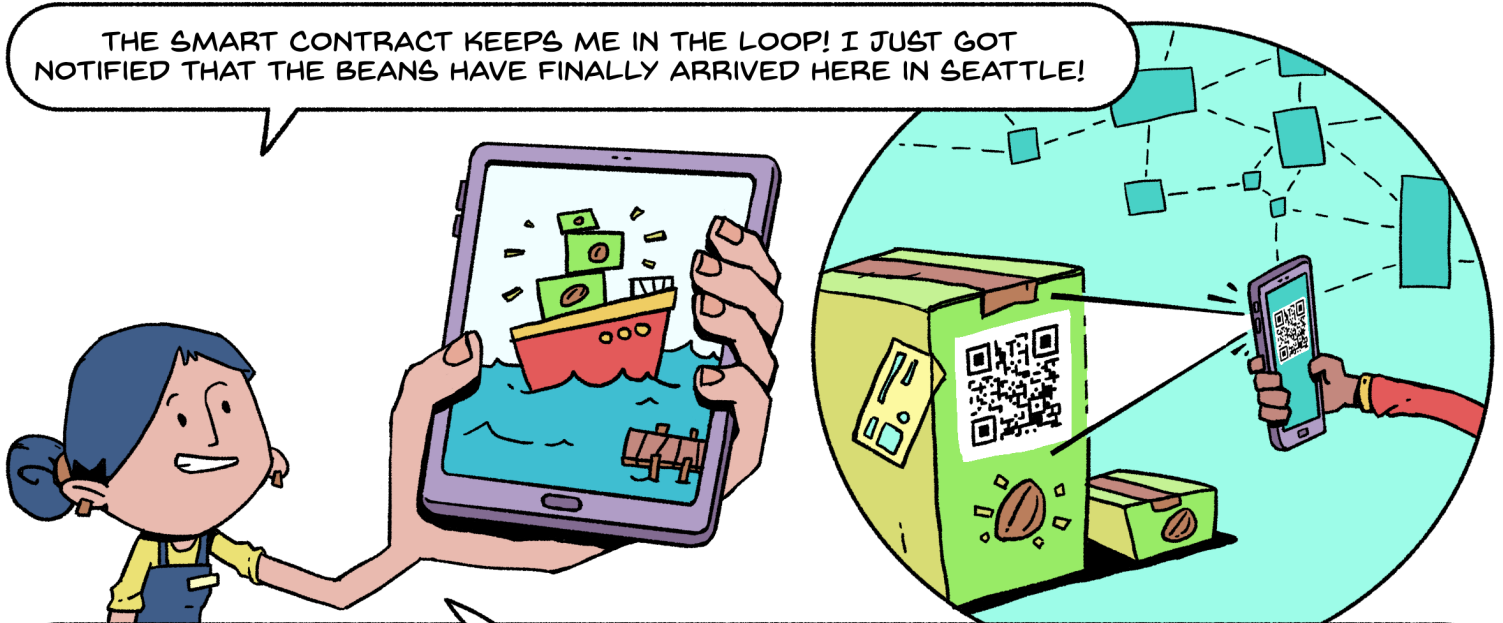
I RECEIVE INSTANT ALERT FROM THE SMART CONTRACT WHEN A SELLER ACCEPTS MY OFFER.

NEXT, I PREPARE AND DISPATCH MY COFFEE. EACH STAGE OF ITS JOURNEY (FROM ORIGIN TO TRANSPORTATION AND ARRIVAL) WILL BE METICULOUSLY RECORDED ON THE BLOCKCHAIN, ENSURING TRACEABILITY AND QUALITY ASSURANCE.



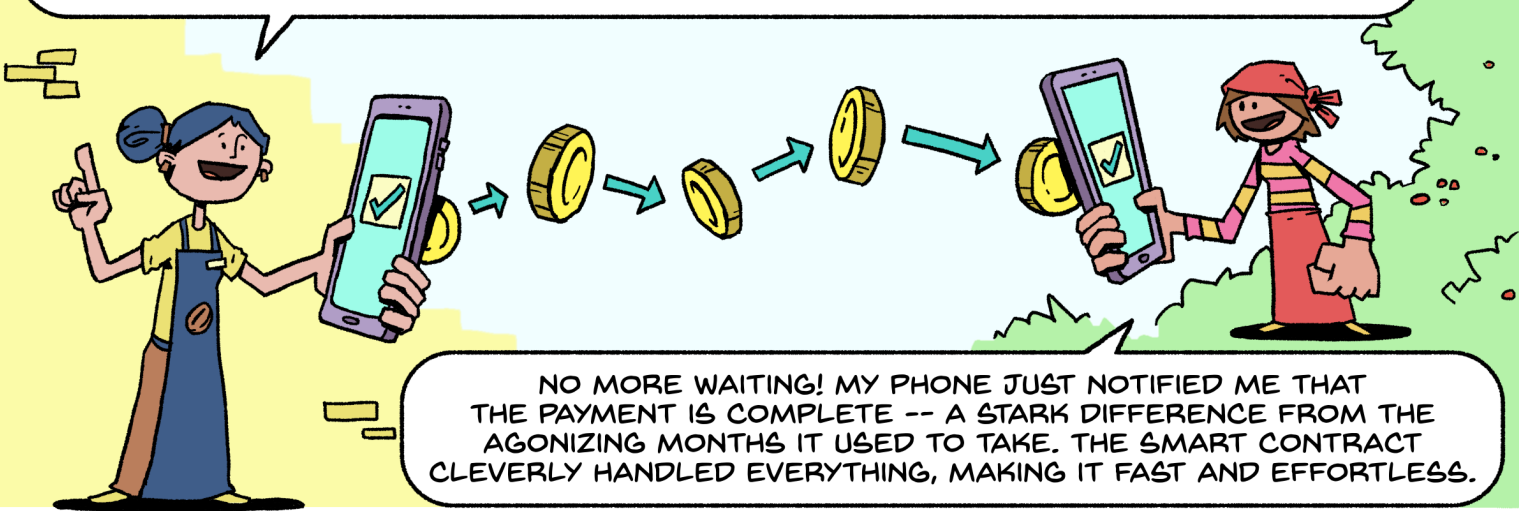
I CAN TRACK THE COFFEE'S JOURNEY IN REAL-TIME, INCLUDING DETAILS SUCH AS THE TRUCK TRANSPORTING MARIA'S COFFEE TO THE SHIPPING PORT, THE TIME IT WAS LOADED INTO THE SHIPPING CONTAINER, AND THE CURRENT LOCATION OF THE SHIP.

THE SMART CONTRACT KEEPS ME IN THE LOOP! I JUST GOT NOTIFIED THAT THE BEANS HAVE FINALLY ARRIVED HERE IN SEATTLE!



UPON UNLOADING AT THE PORT, THE PACKAGING'S QR CODE IS SCANNED, GRANTING INSTANT ACCESS TO THE BLOCKCHAIN DATA. THIS VERIFIES THE BEANS' FAIR-TRADE ORIGINS, ENSURING TRANSPARENCY AND ETHICAL SOURCING.

THE SMART CONTRACT STREAMLINES THE PROCESS, AUTOMATICALLY RELEASING THE PARTIAL PAYMENT TO MARIA UPON THE SHIP'S ARRIVAL, WHILE SIMULTANEOUSLY NOTIFYING ME OF THE SUCCESSFUL AUTOMATIC COFFEE BEAN PURCHASE TRANSACTION.

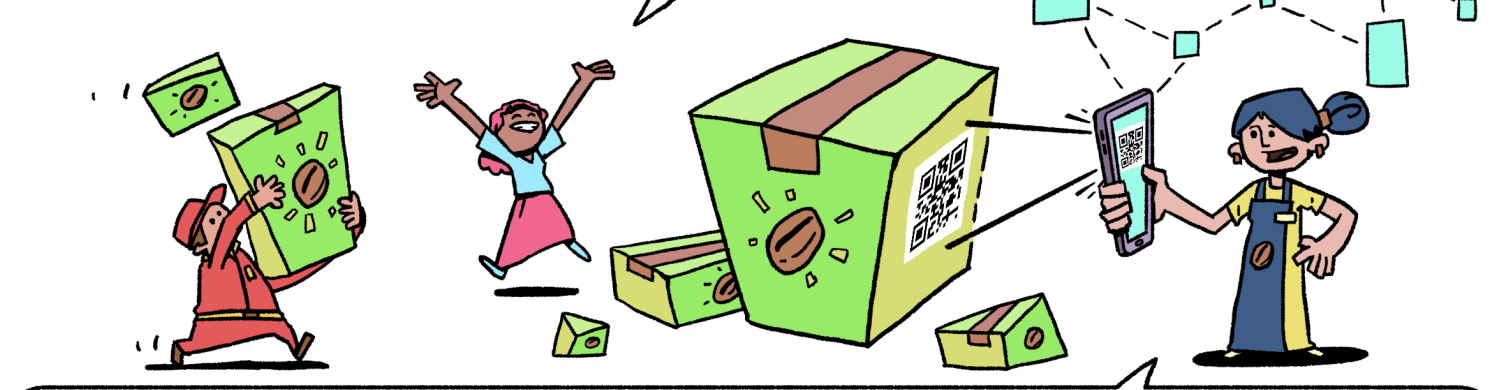


NO MORE WAITING! MY PHONE JUST NOTIFIED ME THAT THE PAYMENT IS COMPLETE -- A STARK DIFFERENCE FROM THE AGONIZING MONTHS IT USED TO TAKE. THE SMART CONTRACT CLEVERLY HANDLED EVERYTHING, MAKING IT FAST AND EFFORTLESS.



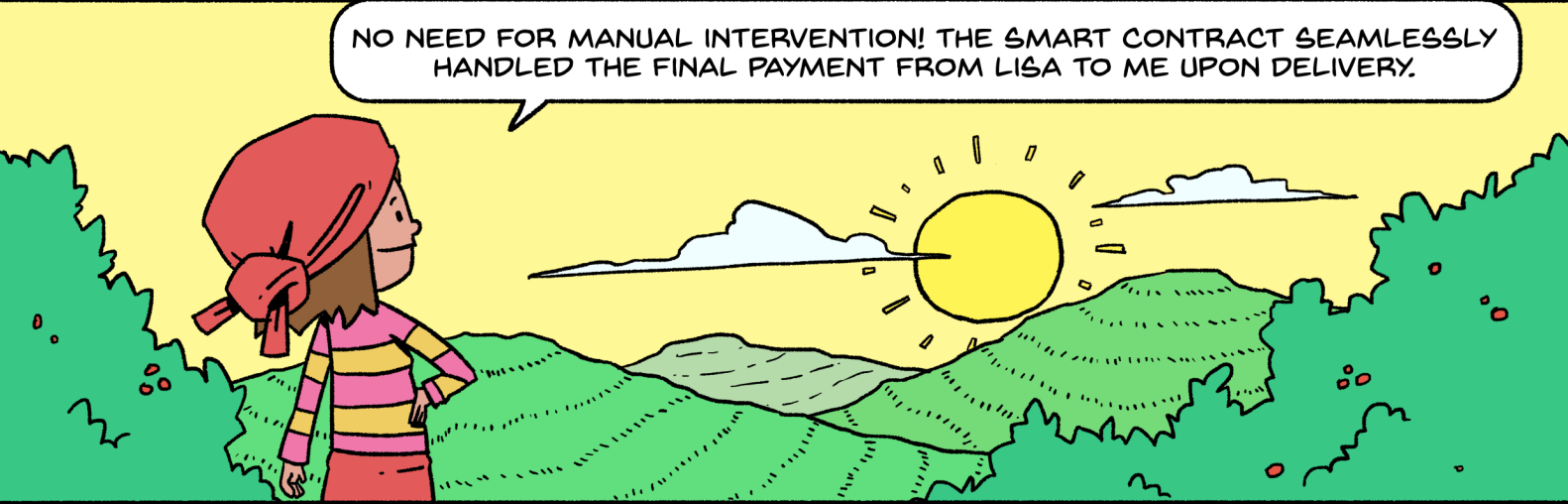
**KNOCK!  
KNOCK!**

WOOHOO! THE COFFEE BEANS ARE HERE. TIME TO BREW!

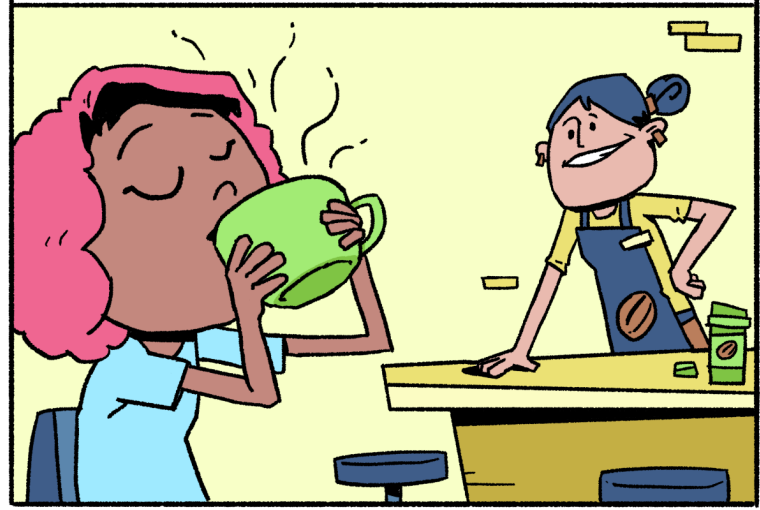


THE BLOCKCHAIN CONFIRMS THAT THE BEANS MATCH THE ORDER I PLACED WITH MARIA. THE SMART CONTRACT IS UPDATED ACCORDINGLY, MARKING THE TRANSACTION AS COMPLETE.

NO NEED FOR MANUAL INTERVENTION! THE SMART CONTRACT SEAMLESSLY HANDLED THE FINAL PAYMENT FROM LISA TO ME UPON DELIVERY.



BREW GOOD, DO GOOD! EVERY CUP CONNECT YOU DIRECTLY TO THE PASSIONATE FARMERS WHO BRING YOU THIS COFFEE.



BREWED FROM THE DYNAMIC BLEND OF FAIR-TRADE PRINCIPLES AND THE INNOVATIVE POWER OF BLOCKCHAINS AND SMART CONTRACTS!