

## ABSTRACT

Traceability has become a crucial factor in the food industry as it guarantees quality and safety of the food product. The increasing demand for traceability has been sparked by numerous cases of food scandals and accidents in these recent years. However, the current supply chain system is extremely centralized, which may jeopardize supply chain openness, leading to information asymmetry and trust issues, and also susceptible to data manipulation. These challenges raise the question of whether existing supply chain systems can deliver products' information that are reliable for traceability reasons. Blockchain technology has been regarded as the solution to this problem as blockchain has the features to ensure reliability, traceability, and validity of information. This research paper will explore the opportunities and challenges of the implementing blockchain in VehGro company to improve its traceability system. The author will use literature review and expert meeting with a professional from the industry as the research method.