

Podcast: How Tracr Is Empowering De Beers' Supply Chain



**THE RAPAPORT
DIAMOND
PODCAST**

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Rapaport's Avi Krawitz chats with Wesley Tucker, head of digital transformation and Tracr at De Beers, about the industry's drive to develop diamond tracking programs.

In this episode of the Rapaport Diamond Podcast, Tucker outlines the progress Tracr has made as De Beers works toward putting all of its production on the platform. The two discuss how the miner can enable more sightholders to become engaged with Tracr, whether the platform will eventually be open to the rest of the trade, and what is motivating the growing interest in show diamond provenance within the industry.

Listen to the podcast here:

Discussion points:

01:15 – Introduction

02:10 – Wes outlines developments in the first year of his role at Tracr.

07:30 – De Beers' strategic choice to focus on its own production.

09:00 – Avi asks who controls the data on the Tracr platform.

11:50 – The two work through the supply chain to understand the input of information at each level of the diamond's journey.

15:30 – Wes outlines how retailers can tap into Tracr.

19:30 – How melee fits into the traceability conversation.

21:45 – What about grandfathered goods?

23:40 – Did the Russia-Ukraine conflict accelerate the need for traceability programs?

27:40 – Wes gives an update on how many sightholders are on board.

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