

Focus on

Brand trust

84%

Of consumers consider the impact of how and where food was produced when making a purchase

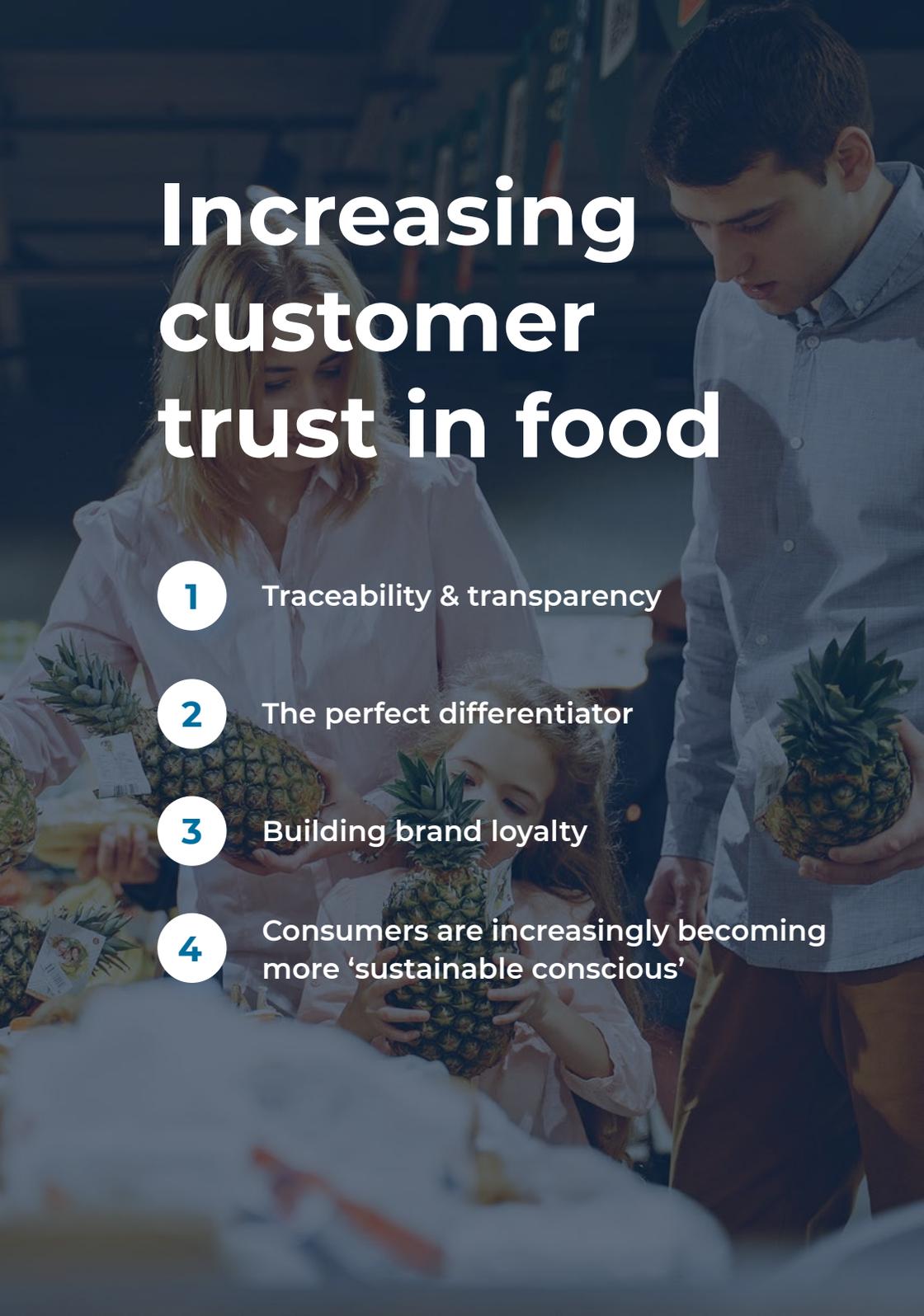
68%

Of marketing executives believe transparency will become a major driver for brand equity

95%

Of consulting firms are convinced blockchain technology will become mainstream by 2023





Increasing customer trust in food

1 Traceability & transparency

2 The perfect differentiator

3 Building brand loyalty

4 Consumers are increasingly becoming more 'sustainable conscious'

1 Transparency

Knowing exactly where, when by who, and what was involved in producing food has become increasingly more important for making informed purchasing decisions. Trends show that consumers want to know more than just the nutritional information - they want to know the food's origin, when it was grown, and how.

2 The perfect differentiator

Now more than ever before, consumers have numerous options when it comes to where to buy their food. With such a competitive food industry, brand differentiation is important to remain top of mind for buying decisions.

Some products don't have a clear brand label which means companies need a different way to differentiate. For example, for meat products it is often not clear who the producer was, let alone the farmer.

3 Building brand loyalty

94% of consumers are more likely to be loyal to brands that commit to full transparency.

As food traceability systems become more sophisticated, so should producers and retailers ability to extract value from these changes. The financial and logistical challenge raised by buyer and consumer demand for stricter standards, also opens up opportunities to grow affinity through consumer confidence, enter new markets and improve brand equity.



4 Consumers are increasingly becoming more 'sustainable conscious'

The ability to communicate investments made in sustainability projects towards the end consumer allows for extracting full value. Recent trends show consumers are becoming increasingly 'sustainable conscious' and are adjusting their purchase behavior accordingly.

73%

of consumers are
willing to pay more
for products that
guarantee total
transparency

Consumer needs are evolving

Increasing **demand for more information** by consumers means companies need to be **more transparent**.

When consumers and supply chain partners know that brands are transparent about the quality and origin of their foods, it **builds brand equity and trust**, creating differentiation.

Steve Jobs famously proclaimed,
“A brand is simply trust”.



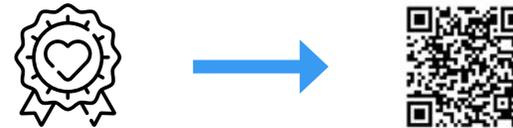
“ Trust is the bedrock of the global food supply chain. We want to know that the food we’re eating is safe, environmentally and ethically responsible ”

“ Millennials are buying less but buying better products for their health and for the planet ”



Companies are moving beyond quality labels

Quality labels not backed by technology don't provide the proof necessary for consumers to fully trust the story they bring. Although quality labels have historically been able to justify a higher price, consumers now demand access to more information.



The initiative has proved most popular so far in China - where it is already common for shoppers to scan QR codes, followed by Italy and France, with **some people spending as long as 90 seconds** reading the provenance information



Scan
for trace
example

Creating food trust with Unova

Digitalizing supply chains

A digital food supply chain powered by blockchain enables full transparency so that consumers, retailers, manufacturers, and suppliers all have confidence and trust in the companies that we purchase and consume our food from.

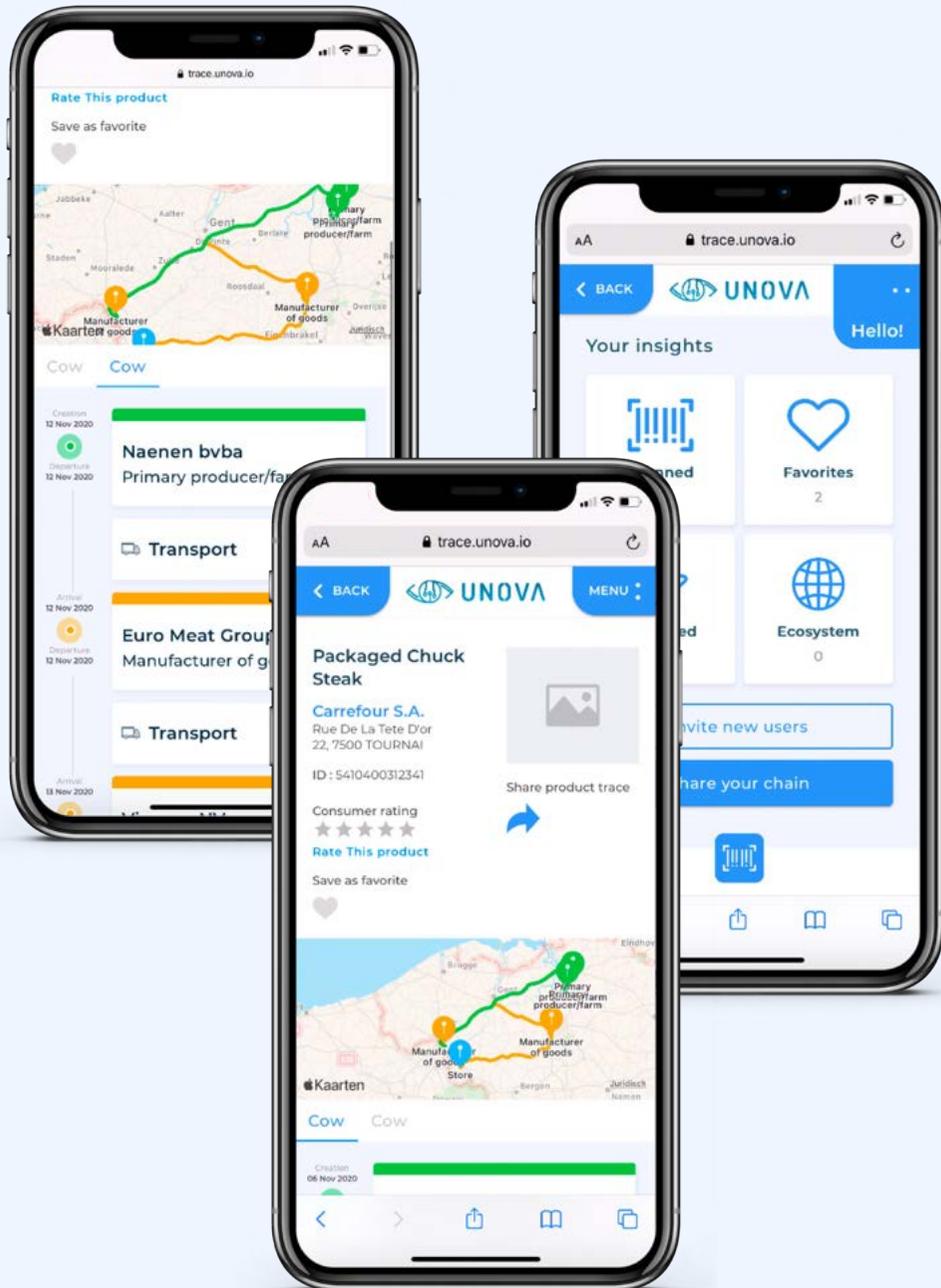


Engaging with consumers

Blockchain will revolutionize the future of customer transparency and trust. It's set to catalyze new ways of engaging with customers and consumers, new ways of working, and new ways of delivering on brand purpose. The time to disrupt the ecosystem and release the trapped value in your supply chain is now.

Easy to implement

Our easy to implement API's and chain builder tool allows anyone to onboard to the system and upload product information in real time to the secure blockchain network. Creating a secure, shared, and permissioned record of transactions. This enables unparalleled visibility during each step of the food supply chain.



With the **Unova trace module** customers within the supply chain and the end consumers can securely and transparently trace a product upstream and downstream to get access to food details.

The **recall system** avoids brand damage when recalls need to happen by swiftly allowing everyone to find the specific assets that had the incident. Allowing everyone act well before the consumer realizes there was ever an issue that needed to be solved.

Then, with the **Certifications module**, users can prove sustainability and provenance with ease by securely managing certificates throughout the entire supply chain.

Farm to store view Ingredient view Map view

February

March

April

Timeline

Begin
4 february 2020

Asset selected

Unique id

5420411312355

Asset type

Packaged Chuck Steak

assetID

0x9781997cf35a64b7a0...

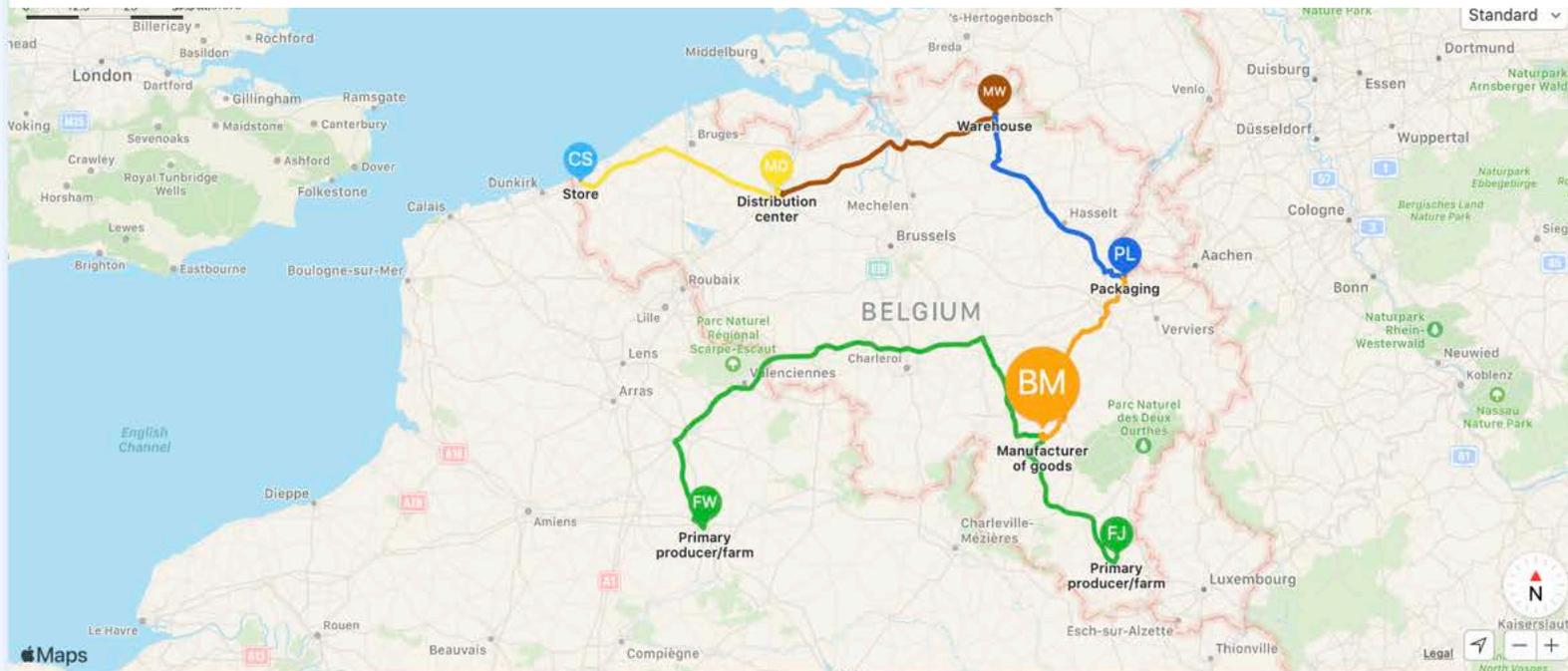
timeStamp

2020-12-14 10:21:48

view more info

Companies involved

- FJ** Farmer John
- FW** Farmer Willis
- BM** Beef Manufacturing Co.
- PL** Packaging Ltd.
- MD** Meat Distribution Center Corp.
- MW** Meat Warehouse Co.



we trace it so you can trust it!

https://j-sainsbury.co.uk/media/1767151/sainsbury_s_takes_tesco_price_promise_to_judicial_review.pdf

https://www2.deloitte.com/content/dam/Deloitte/pt/Documents/blockchainsupplychain/IE_C_TL_Supplychain_meets_blockchain_.pdf

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<https://econsultancy.com/why-trust-transparency-are-crucial-components-of-brand-success/>

<https://sproutsocial.com/insights/data/social-media-transparency/>

