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# The Food Trust Programme

#PwCforFoodTrust





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Our purpose

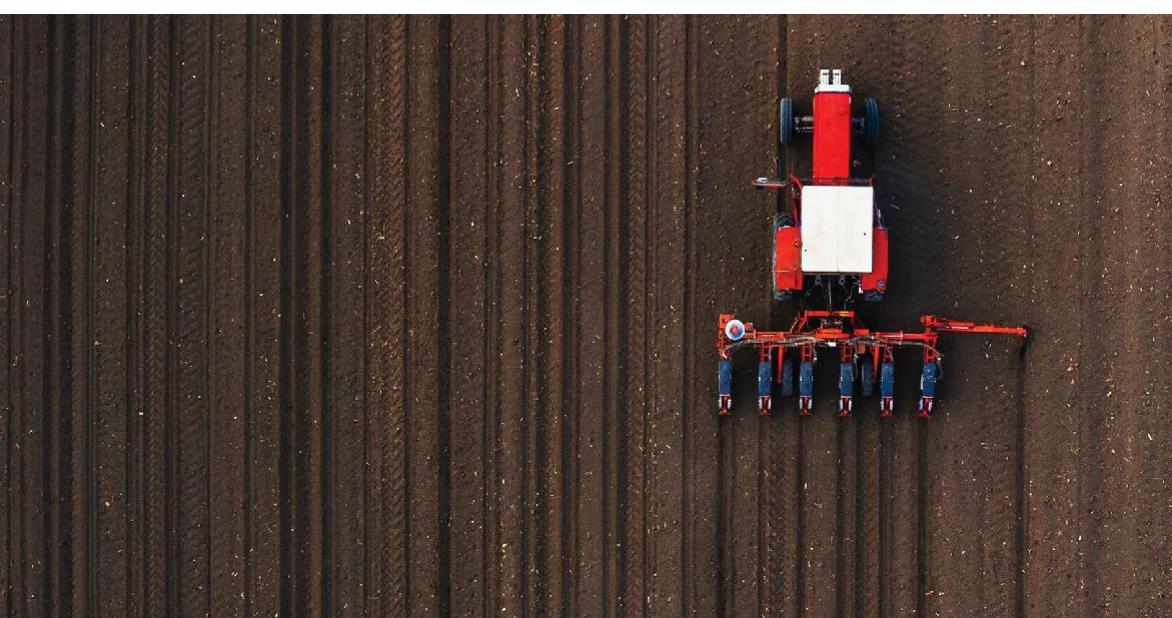
Build Trust in Society and  
Solve Important Problems

## The Food Trust Programme

#PwCforFoodTrust

### Our Mission

The Food Trust Programme was conceived with the aim of focusing our corporate mission on the agri-food world, helping companies in the industry to face important challenges, present and future, in a truly innovative way.



## Sustainability and identity are two fundamental food values for Italians

### A food product is considered sustainable when ...

It is packaged with recycled materials with low environmental impact

40%

It comes from organic agriculture

32%

It is produced using only renewable energy sources

31%

It guarantees a fair income to those who produce it

24%

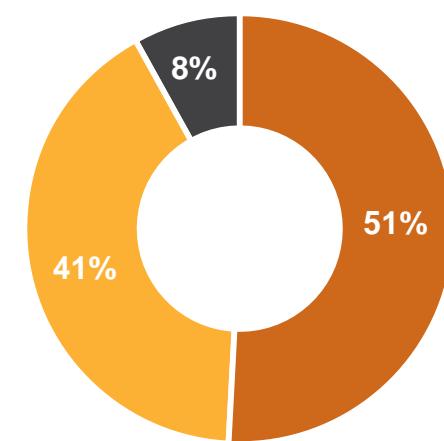
Protect workers' rights

20%

It is produced with low water consumption

18%

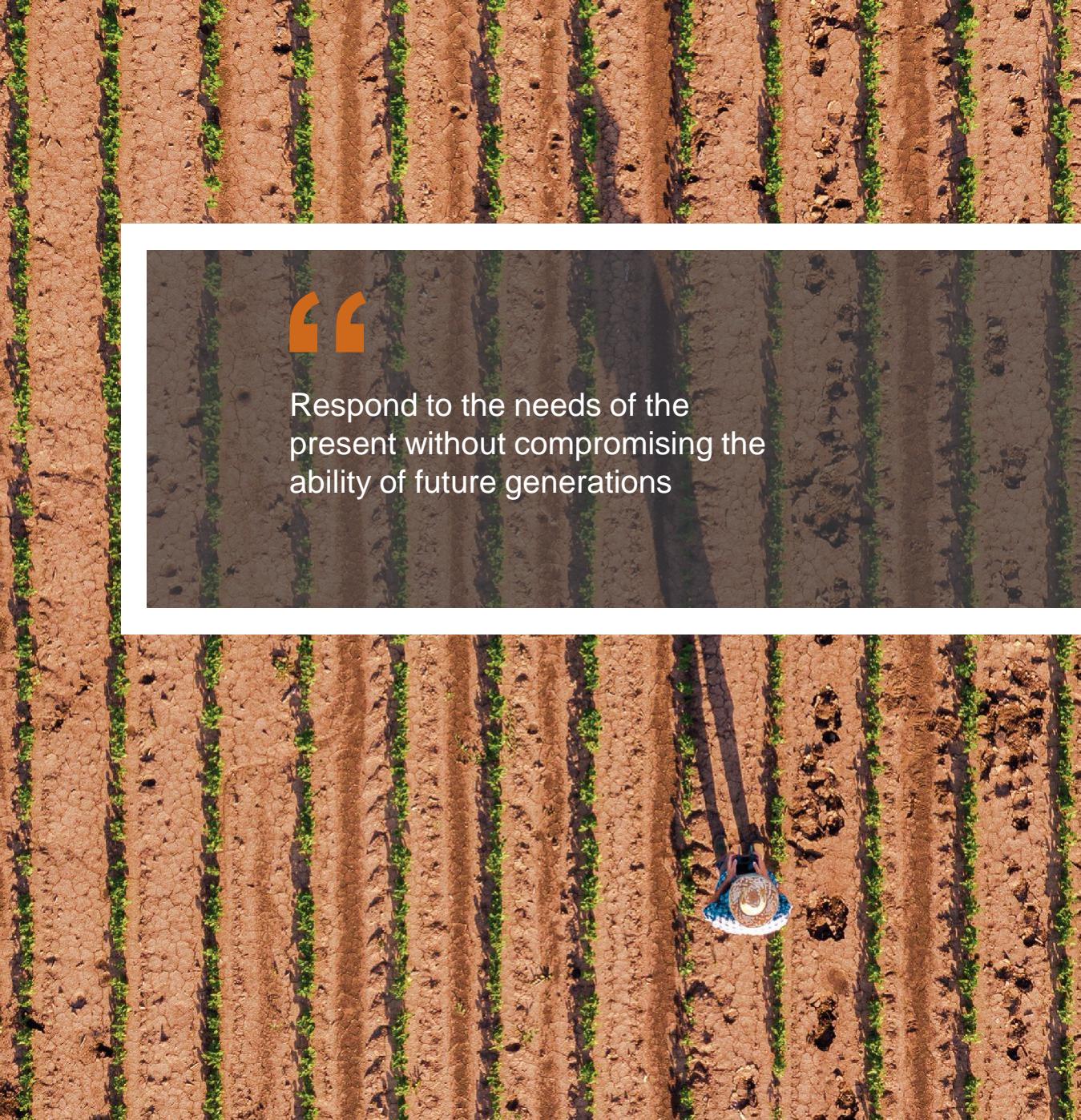
Percentage of Italians who pay attention to the presence of environmental sustainability logos on the packaging of agri-food products



■ Always, almost always **51%**

■ Sometimes **41%**

■ Seldom, never **8%**



Respond to the needs of the present without compromising the ability of future generations

## Sustainable Development

The Food Trust Program offers companies in the agri-food sector the opportunity to rethink themselves in a modern perspective, according to a vision of sustainable development, which aims to reconcile three fundamental dimensions:



Environmental Sustainability



Financial Sustainability



Social Sustainability

This objective requires all actors in the agri-food supply chain to cooperate to face and exploit every possible problem-opportunity that arises in the production ecosystem as a corollary to the necessary process of transformation of their operating and business models.

To accomplish the complete digital representation of the product history it takes transparency and cooperation on the entire chain

A set of facts outlines a story, which on turn defines the identity of the subject.

The digital representation of the product history offers a unique and unprecedented means of investigating, analysing, understanding and telling facts and events related to the life cycle of the product.

To this purpose, the adoption of the most suitable technologies and methods makes it possible to develop and apply innovative, knowledge-based business models.



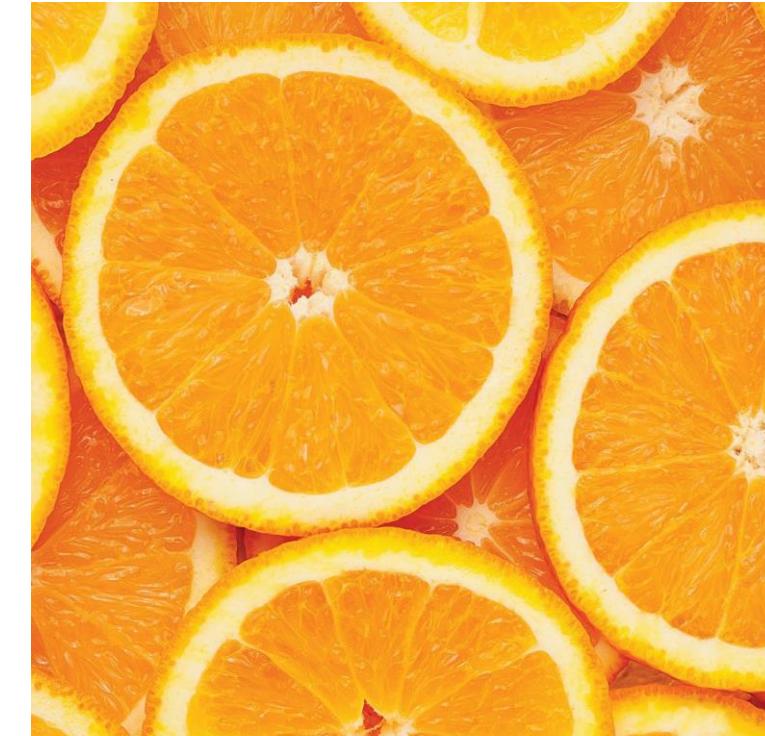
Data-supported descriptions of facts generate awareness and enhance the distinctive identity of the product



Co-operation  
Transparency



Fact-based  
evidence



Beyond  
appearance



Visibility  
Knowledge

Communication is enhanced by documented facts and enriched with controlled details for a truthful, trustful and engaging storytelling for all stakeholders



Today



Produce: Cherry tomatoes  
Origin: Spain

Tomorrow



Variety  
Cherry Tomatoes  
Date of sowing  
15/04/2019

Producer  
ACME

Know more

Certifications  
UNI EN ISO 9001:2000 CE 834/2007

Soil treatment  
Minimal ploughing 50 / 60 cm

Soil pH (average)  
6,0-6,5

Irrigation water  
Salinity between 1,500 and 10,000 µs/cm

Date of harvest  
22/06/2019

Conservation temperature  
12.5-13 °C



Producer: ACME  
Farmer: Mario Rossi  
Site: Pachino (SR), Italy

Water footprint  
156 litre/kg, 85% from treated sewage waste

Energy footprint  
80% from renewable sources

Soil exploitation  
0.1 m<sup>2</sup>/kg



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An innovative and visionary programme. Yet, pragmatic and structured, complete and coherent. An unprecedented opportunity for the whole supply chain.

The Food Trust Programme enables, facilitates and accompanies the digital transformation of the integrated supply chain



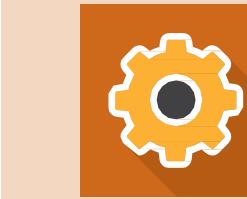
## Yielding benefits and allowing value creation across the entire production ecosystem



Complete visibility on the supply chain to guarantee its integrity



Risk mitigation



Anticipating and handling operational problems



Safeguarding reputation



Proving one's commitment to sustainable business



Facilitating premium pricing



Improved purchase experience



Boost sales



Continuous improvement of business performance



Minimise information asymmetry



Ful documentation of the product's history and heritage



Fulfilling expectations connected with product and brand



Prevent and mitigate fraud and counterfeiting of product



Increased customer trust and loyalty



Reduction of claims



Improved Customer Service



# The Food Trust Programme

*Let us help you build trust in your food*

## Contacts

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