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# The Food Trust Programme

#PwCforFoodTrust





Our purpose

Build Trust in Society and  
Solve Important Problems

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## 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.



- **42%** maintain that a **controlled / tracked** supply chain is synonymous with safe and quality food
- **78%** feel reassured by a certification of origin which is 100% Italian

Source: Rapporto Coop Consumi, Osservatorio Lifestyle Nomisma, Nielsen



## 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



It comes from organic agriculture



It is produced using only renewable energy sources



It guarantees a fair income to those who produce it



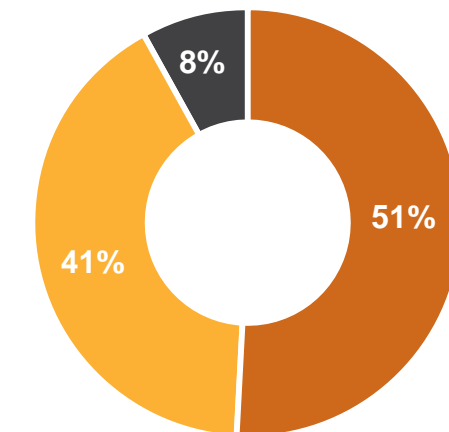
Protect workers' rights



It is produced with low water consumption



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



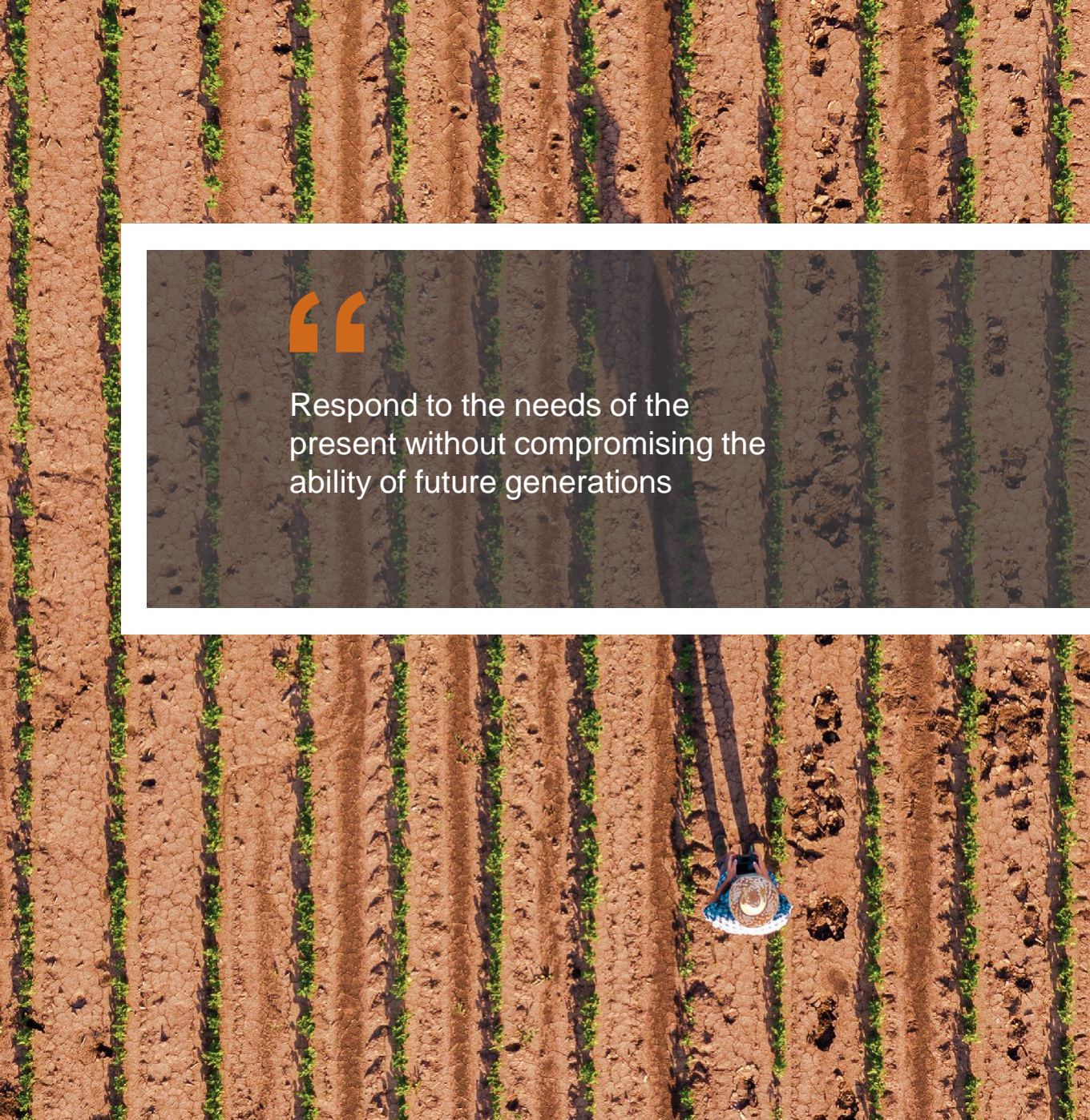
Always, almost always **51%**

Sometimes **41%**

Seldom, never **8%**

Source: Rapporto Coop Consumi, Environmental research 2019 by LEXIS





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

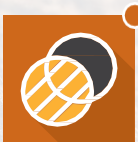
A set of facts outlines a story, which on turn defines the identity of the subject.

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 m²/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



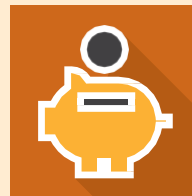
Minimise information asymmetry



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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