



Traceability. Transparency. Trust.

Is it time to address the industry challenges of food safety, fraud, and food loss that drive the economics of your business?



1 in 6

Americans get sick
(48 million)

128,000 hospitalized
3,000 die

92.7%

Increase in Recalls
Since FSMA
rules released

(FDA)

69%

of Salmon labeled
Wild-caught is
farm raised

33% of all Seafood
is mislabeled

(Oceana)

\$40B

billion/year
Food Fraud Costs

(Bloomberg)

\$100M

Total Food Recall Costs

8 weeks

Track of produce time

(GMA/FMI)

\$160B

billion/year
Food Waste Costs

- 40% Food Waste
- 42% Produce
- 2% Seafood
- 12% Meat

(NY Times)

55% of consumers say they
would switch brands after a recall

15% of consumers say they would
never buy a brand with recalls again

(Harris)



Consumer Buying Habits are Changing!

- Increasingly demand FRESH FOODS
- Demand EVIDENCE of farm-to-fork traceability
- Shop the STORE PERIMETER
 - Perimeter outpaced food & beverage over past 4 years
 - Fresh perimeter dollar growth is 2.2x greater than other store areas



www.plmtrustlink.com

833-44-TRACE (833-448-7223)

PLM TrustLink™ helps you create Cold Chain Solutions that

- Digitizes products and assets to provide full visibility, traceability, and temperature tracking.
- Provides complete transparency and enables real-time collaboration among all partners, achieving cost and risk reduction in the supply chain.
- Authenticates and tracks food products with temperature sensing, and engages customers, partners and employees through the supply chain.

It's not the technology of the future; It's the technology of today.



If you are ready to collaborate on a Cold Chain solution that addresses safety, fraud and food loss that drives the economics of your business, 833-44-TRACE

Traceability

Tracking food within the entire Supply Chain is no longer optional. In a recent study, 70% of consumers consider "origin" as a key factor when buying food. Consumer demand for traceability "From Farm to Fork" is no longer a slogan, it is a requirement. Companies must have the ability to trace individual products, cases, or shipment by lot, batch, and/or run order to provide a full history of the product and its handling for both regulators and the consumer.

Transparency

Transparency and collaboration in the Foodservice Supply Chain is crucial. Recalls can cost food supply stakeholders \$100 Million plus in both direct and indirect cost, taking eight weeks or more. Transparency of food products from the food processor and supply chain stakeholders throughout its entire journey, and ending with the consumer experience can be as easy as the tap of a smartphone with PLM

Trust

Trust is obligatory for all brands. The NFU Mutual Food Fraud Report 2017 revealed that almost three quarters of consumers believe that they do not trust the food supply system. PLM TrustLink enables multi-stakeholder insights with their digitized solution to provide transparency with no data silos, and all stakeholders are accountable because information shared with a common, consistent record at the food product asset level — "one source of the truth".