FOCUS ON
BRAND TRUST

BUILDING
CUSTOMER TRUST IN FOOD

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. In fact, **84% of shoppers consider the impact of how and where food was produced when making a purchase**[1]. 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].

How are you innovating your company to stay ahead of the curve?

Consumers are becoming more "sustainable-conscious"

Driven by recent sustainability awareness efforts, consumer attention to the matter is growing. Currently, 59% of people think it's important for food to be produced in a sustainable way, up from 50% in 2017[3].

Companies are moving beyond compliance

The bar is rising for both safety and quality. Food companies are setting their own independent standards, programs for food safety, and freshness beyond those needed to be compliant.

Brand loyalty doesn't exist without the presence of food quality and safety

55% of people claim they would switch brands following a recall[4]. Consumers, along with other key players in the food system, want more details and visibility about the food they consume in order to make informed decisions.

IBM **Food Trust**™

BLOCKCHAIN
FOR THE FOOD SYSTEM

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.

FULL TRANSPARENCY
Top-to-bottom visibility into the food chain enables brands to quickly and proactively manage damaged products without disrupting the entire supply chain.

COMPETITIVE ADVANTAGE
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.

FOOD CONFIDENCE AND TRUST
By tracking each step of the food supply chain and sharing data on an immutable ledger, participants can ensure the promised quality of goods is indisputable.

"Consumers don't just buy on brand name anymore. They buy on brand attributes.[5]"
- O'Shea-Kochenbach, Food & Health Specialist

APPLYING IBM FOOD TRUST
TO BRAND TRUST

IBM Food Trust creates a secure, shared, and permissioned record of transactions. This enables unprecedented visibility during each step of the food supply chain. It consists of different modules designed to help participants in the food system - from producers, suppliers, manufacturers, distributors, and retailers - provide innovative and trusted solutions to the end consumer well before the consumer realizes there was ever an issue that needed to be solved.

With the **Trace** module, supply chain members can securely and transparently trace food products upstream and downstream to provide the food details consumers and partners demand.

The **Data Entry and Access** module enables participants in the supply chain to securely upload, manage, and access transactional data, creating organized records for swift action in the face of an incident to minimize brand damage.

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

For more information
contact your IBM representative or visit **ibm.com/food**

[1]https://j-sainsbury.co.uk/media/1767151/sainsbury_s_takes_tesco_price_promise_to_judicial_review.pdf
[2]https://www.fooddive.com/news/from-messages-to-conversations-how-food-marketing-has-evolved/437878/
[3]www.foodinsight.org/sustainability-soars-2018-food-and-health-survey-results
[4]https://packagingeurope.com/total-recall-impact-product-recalls-food-industry/
[5]https://www.fooddive.com/news/from-messages-to-conversations-how-food-marketing-has-evolved/437878/

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