



# New Product Integrity Technologies: consumer trust in our products

Ian Jenson

# Outline

- Food fraud
- Our current systems
- What do we need?
- What's on offer?

# Consumer trust

## Why customer trust is more vital to brand survival than it's ever been

Authenticity is key to trust, so how do brands build this in a world of digital and social upheaval?

VANESSA MITCHELL (CMO) 12 JUNE, 2018 06:26

### How to create trust

The big question around trust is how best to create it.

And the key is authenticity.



Simply saying a brand is going to do something, without backing it up with actions, is a consumer disaster waiting to happen.



# Food Fraud



**Substitution –**  
replacing one meat  
with another

3  product packed  
instead of 5 

**Misrepresentation –**  
making an incorrect  
claim

Claiming to be  
Australian when it is  
not

**Identity theft –** using  
your brand

Someone using your  
brand name and logo

# Estimated costs of export fraud

**\$272m**

Meat fraud 2016-17



## LANCASHIRE Telegraph

**BREAKING NEWS** Todmorden slaughterhouse closed after being implicated in horse meat scandal

## The Daily Telegraph

Thursday, February 14, 2013 10:40

telegraph.co.uk

£6.95 (GBP) £1.00

### Horse meat scandal 'breathtaking'

Beef products contaminated as a result of criminal activity may pose a risk to human health, MPs warn for first time

By David Huxford, senior reporter

MPs last week said the horse meat scandal is "breathtaking" and that it poses a significant public health risk. They also warned that the scandal could lead to a loss of confidence in the food system.

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Department of Agriculture, Fisheries and Forestry

Meat Transfer Certificate

SAMPLE ONLY

sscc 0099312345000001234

ORIGINAL

Description of Consignment

SS. Entry	SS. Dates	Product Description (include C's, M's, R's, hard from this beef nearby)	Number and kinds of packages or carcasses	Identification marks for specific markets	Production C's/R's	Production Dates
EST110 EST205 EST2306	20080615- 20080624	104" 162L 148L 201L KOPF PRODUK - IN DEARDED CUBITUS	17 Carcass KGM 205.4	Ein-Cual M's, A's in Square	EST110 EST2305 EST1100 EST226	20080615- 20080618
EST110 EST205 EST2306	20080615- 20080624	18" 170000L ON 2 363 UP IN VAG KOPF PRODUK - IN DEARDED CUBITUS	12 Carcass KGM 217.8	Ein-Cual M's, A's in Square	EST110 EST2305 EST1100 EST226	20080615- 20080618

SAMPLE ONLY

Market eligibility: HALAL KOREA JAPAN UNITED STATES OF AMERICA

Details

(Name and full address of exporter)

BAT 2-8 OLD ROAD ROCKHAMPTON QLD 4886 AU

PO

[info@goodmeat.com.au](mailto:info@goodmeat.com.au)

(Company to whom and for what services of ECR)

PATRICK LOGISTICS LIMITED 122-120 LYTTON ROAD QLD 4103 AU

MARK HENDRIX

[markhendrix@patrick-log.com.au](mailto:markhendrix@patrick-log.com.au)

ECR No

20081503

10-25

Not Number 6

ECR No

20072078

Estimated Shipment

Time

17-35

Transport Company Name

BIG TRUCK COMPANY

ECR No

EST401

Export Declaration

I, as agent for the exporter declare that the information provided above is true and correct and that the goods specified have been produced, stored and  
in accordance with orders made under the Export Control Act 1982.

Subjected to detailed inspection

Yes

The seal numbers applied are:

410847+CA 448870A4D+0H

EEYRT3456+OU 010720+OU

44882391982

HENRY PHILLIPS

20080623

Signature of Authorised Company Official

Printed Name

Statement of EU-eligibility

I hereby declare that the goods specified above are eligible for export to the EU.

I hereby declare that the goods specified above are eligible for export to the EU.

I hereby declare that the goods specified above are eligible for export to the EU.

MARK JONSON [markjonson@big-truck.com.au](mailto:markjonson@big-truck.com.au)

20080623

Signature of Authorised Company Official

Printed Name

Signature of Receiving Official

Product specified above was:

Hours on / / is a satisfactory / unsatisfactory condition.

Subjected to detailed inspection

Yes/No

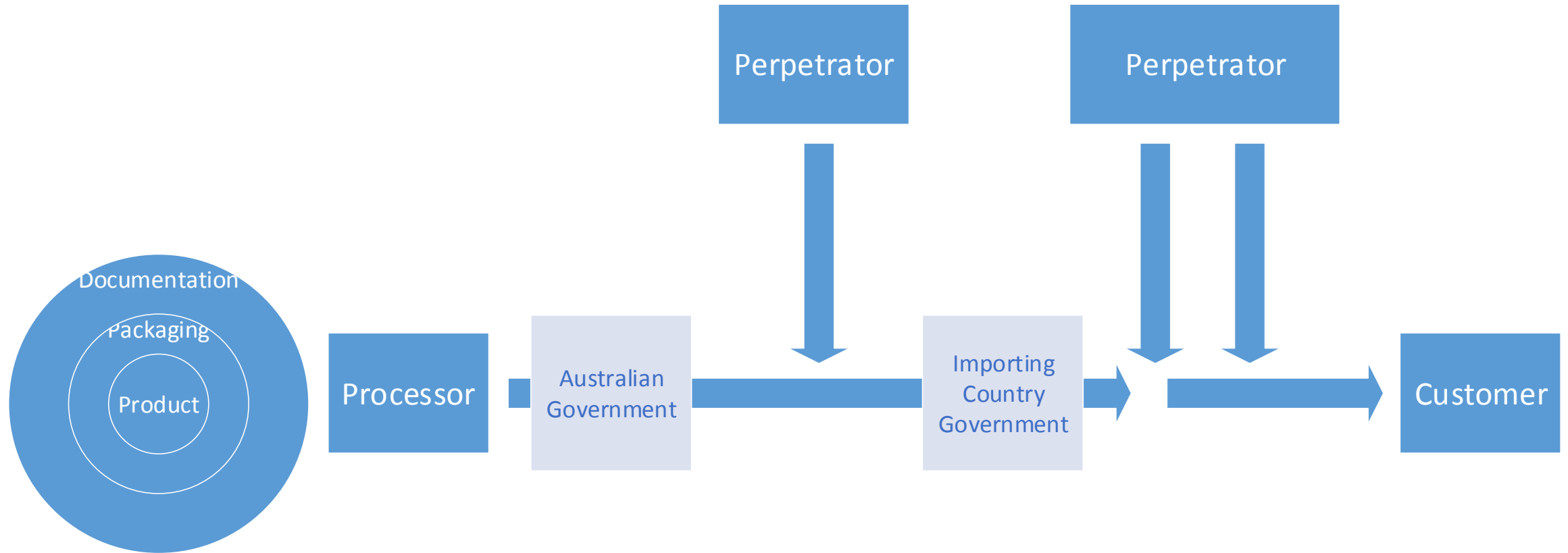
Signature of Receiving Official

Printed Name

# We lose control

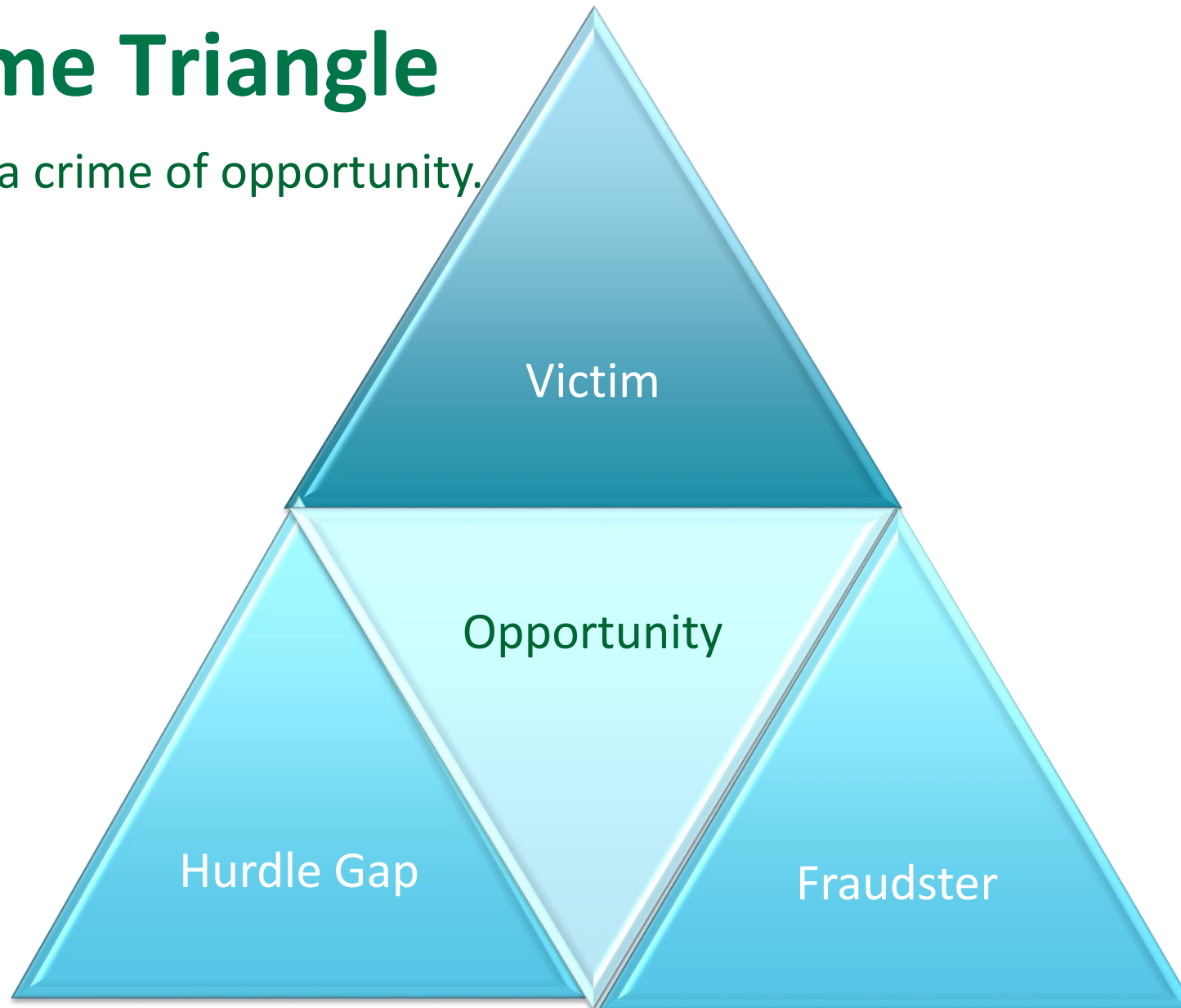


# Security through to retail customer

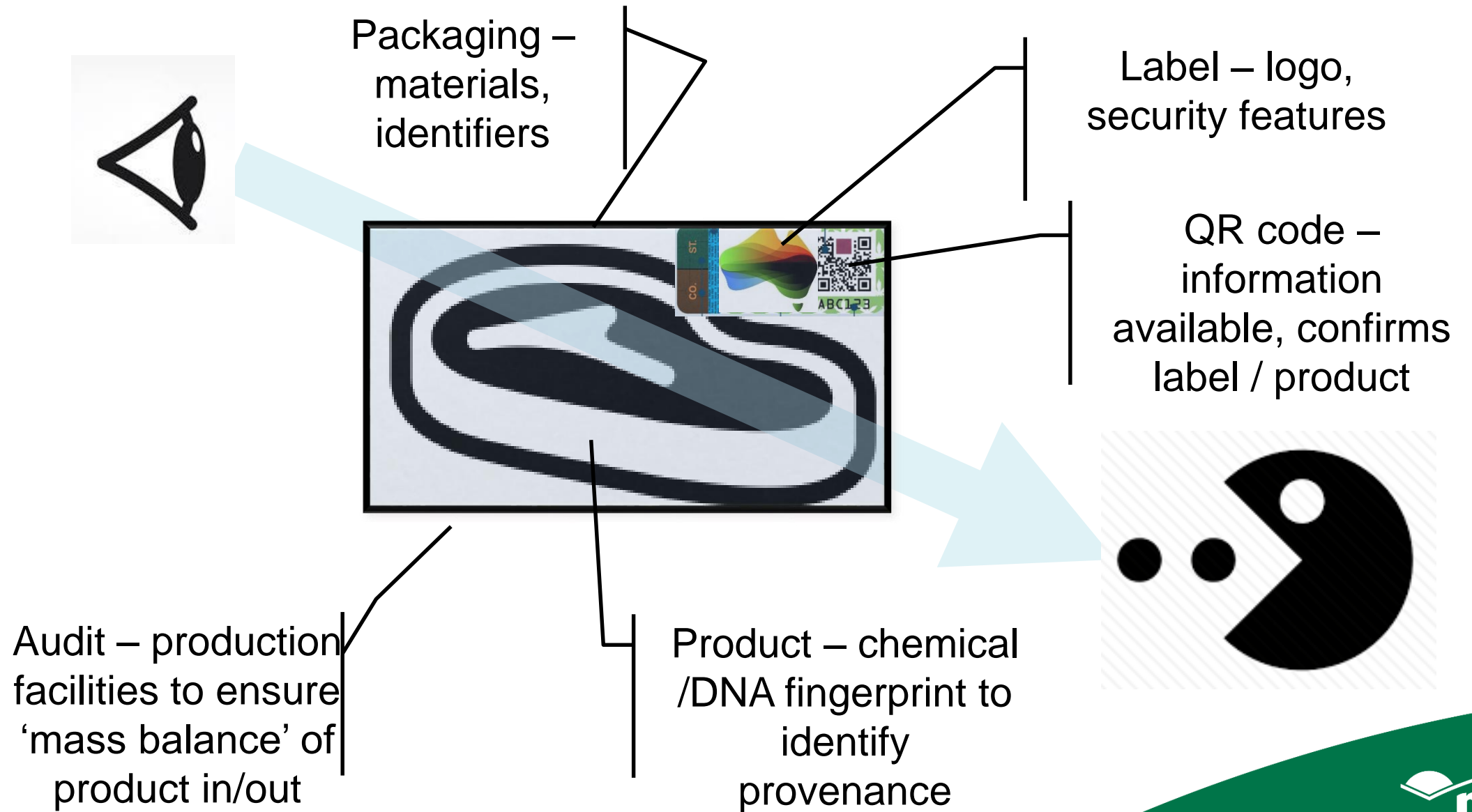


# The Crime Triangle

Food fraud is a crime of opportunity.



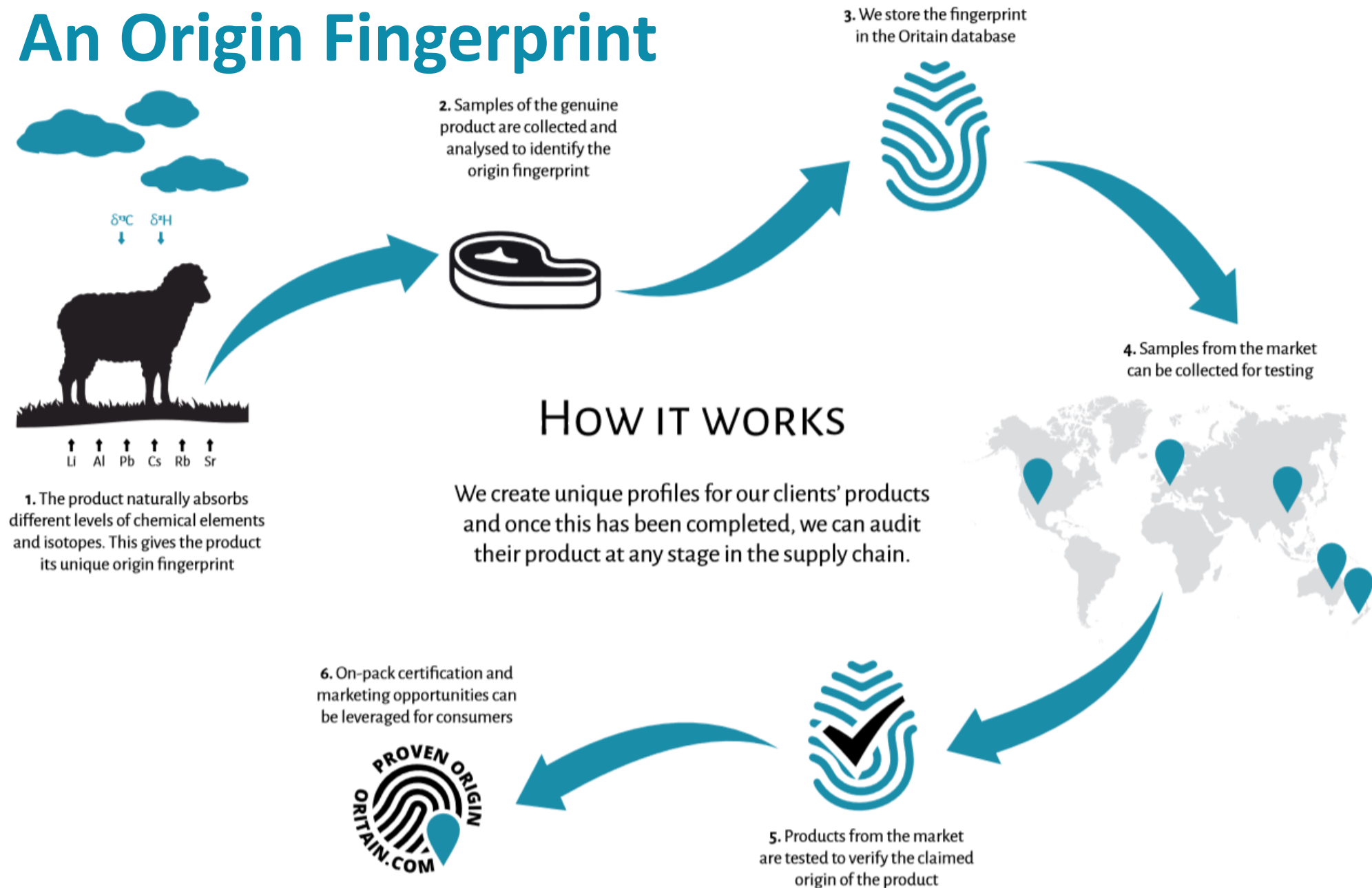
# Providing protections to the consumer



# Proving supply chain integrity (MLA Strategy)

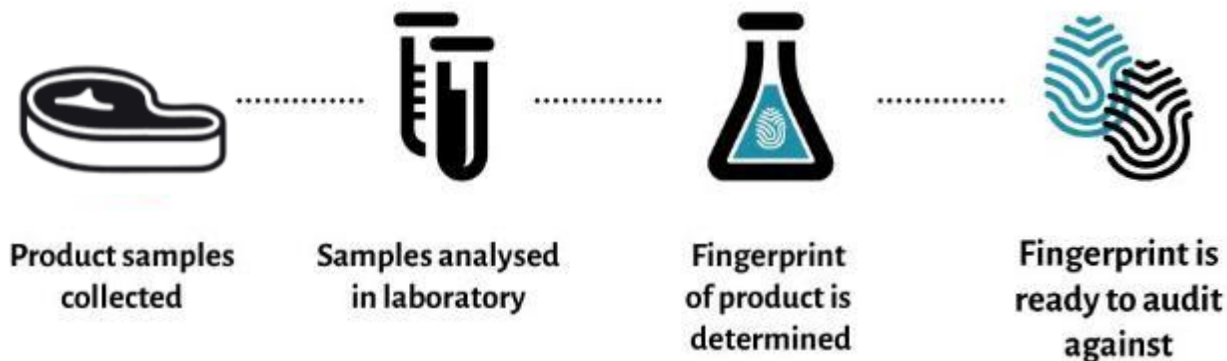
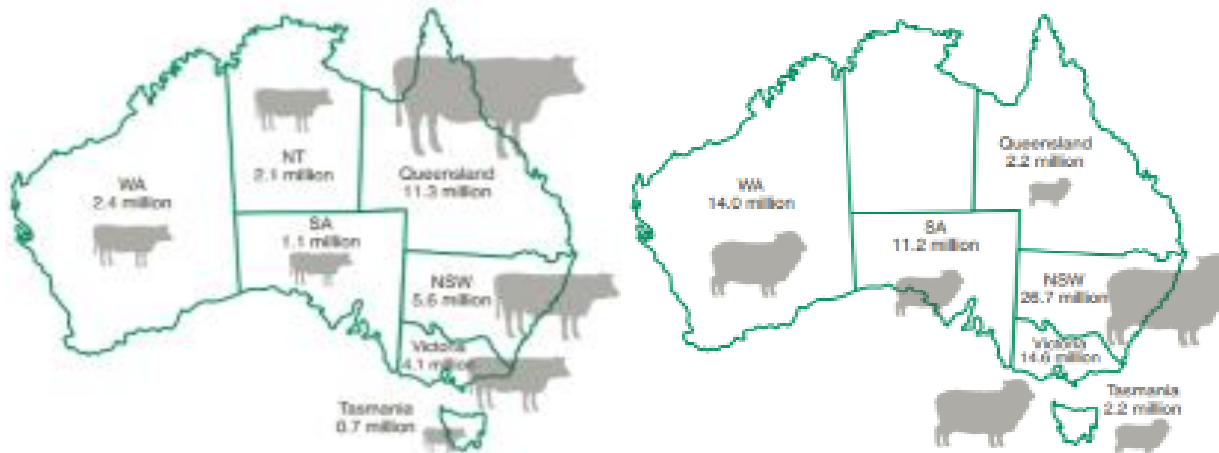
		Analysis for product authentication	Anti-counterfeit packaging	Anti-counterfeit labels	Labels for communication	Audit for integrity	Supply Chain Data exchange
<b>Oritain</b>	Chemical fingerprint						
<b>Source Cenrtain</b>	Chemical fingerprint						
<b>SCIPA</b>	Banknote anti-counterfeit						
<b>DSS</b>	Anti-counterfeit labels						
<b>DNV GL</b>	Certification body (with labels)						
<b>Bureau Veritas</b>	Certification body (with labels)						
<b>IBM Food Trust</b>	Blockchain						
<b>TE Food</b>	Anti-counterfeit labels						
<b>Transparency One</b>	Blockchain						
<b>EcoMark GmbH</b>	CO2 laser image (tattoo)						
<b>Objective</b>	Supply chain tracking software						
<b>CSB System AG</b>	Supply chain tracking software						
<b>SafeTraces</b>	'Foreign' DNA markers						
<b>Shping</b>	Labels and supply chain software						
<b>PwC Food Trust</b>	Applied 'data dot'						
<b>Trust codes</b>	Labels and blockchain						

# An Origin Fingerprint



# Oritain – MLA project

Using samples representative of the different growing regions of Australia, show meat (beef and lamb) produced in Australia can be scientifically distinguished from other meat produced in other countries, by developing “*Origin Fingerprints*” for Australian beef and lamb.



# Added tracers

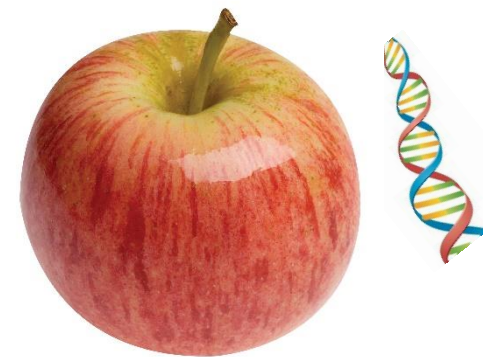
PwC Food Trust



Now you can eat the barcode


**SafeTraces**  
Origin Assured

**Create** and dispense at point-of-need  
**Apply** during normal processing  
**Tag** product to assure source or purity  
**Use** on equipment to verify sanitation  
**Test** in minutes -anywhere, anytime  
**Trust** the source of your food



# Label / Traceability

Shping



**Shping makes shopping smarter - and rewards you just for using it.**

Scan any product barcode using the Shping app to learn what's in it, where it's from and if it's authentic. Discover other people's experiences and reviews and earn Shping coins as you go.

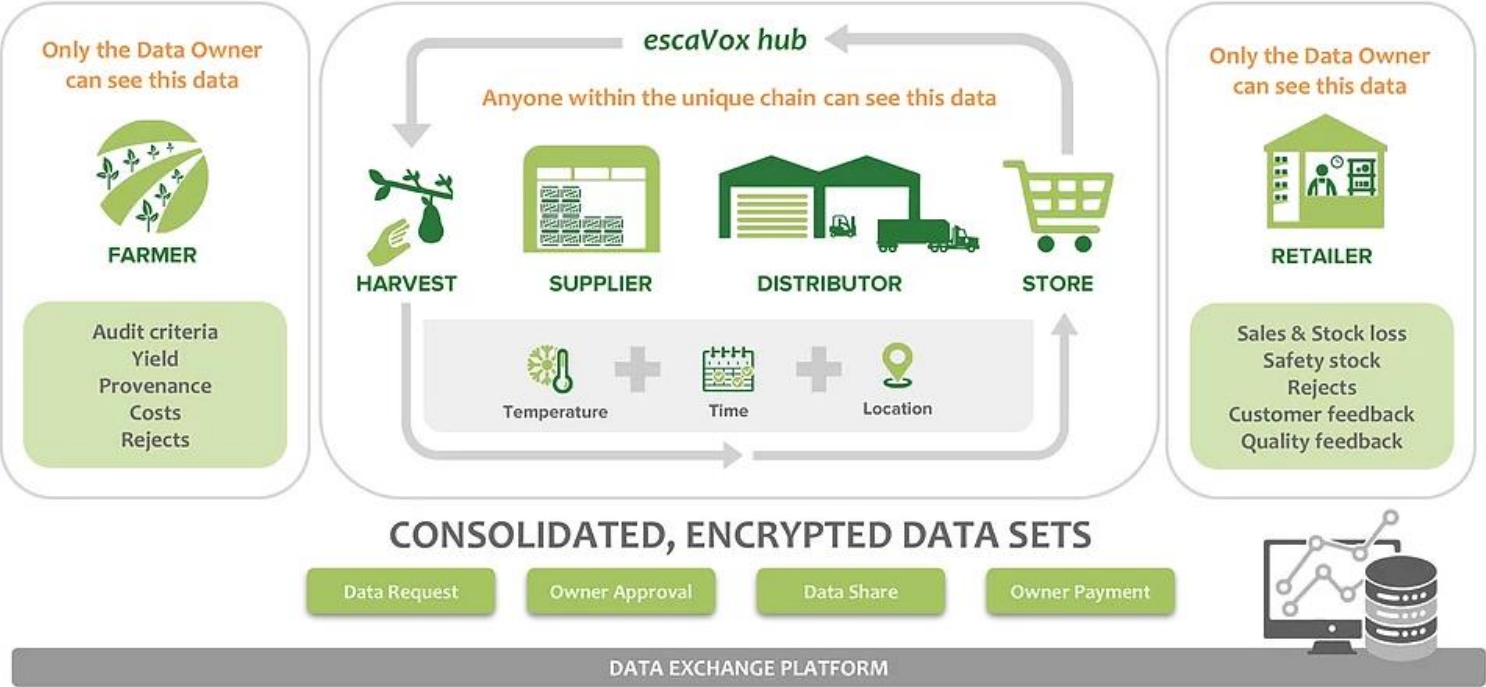


DSS



# Systems

## Escavox



PwC Australia > Agendas > Food Trust

## Food Trust

*Helping our food system deliver on its promises*



Blockchain > Solutions >

## IBM Food Trust: trust and transparency in our food

Learn how blockchain is making the world's food supply chain safer, more efficient and more sustainable

Technology

## Walmart, Sam's Club Start Mandating Suppliers Use IBM Blockchain

By [Olga Kharif](#)

September 25, 2018 5:00 AM GMT+10



By Molly Jane Zuckerman

JUN 28, 2018

**BLOCKCHAIN NEWS** OCTOBER 13, 2018 20:41 CET

## Walmart, IBM Blockchain Initiative Aims to Track Global Food Supply Chain

16724 Total views 277 Total shares



## French Grocery Chain Integrates IBM's Food Trust Blockchain



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And the key is **authenticity**.  
Simply saying a brand is going to do something,  
without **backing it up with actions**, is a consumer  
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20–23 November 2018  
Canberra

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