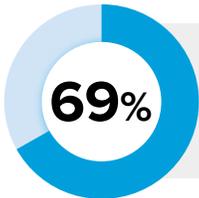


# Why Meeting the Food Safety Challenge in Transportation & Logistics Matters



of industry decision-makers say the industry can and will handle food traceability and transparency.

## Only 35% of consumers agree.

- 70% of consumers think it's highly important how their food/ ingredients are manufactured, prepared and handled—more than any other type of information
- 65% feel that the industry is not well-prepared to meet the challenge
- 22% of consumers say they have complete confidence in the safety of their food, based on the information currently available to them

It's clear. Consumers are prioritizing sourcing and safe handling:

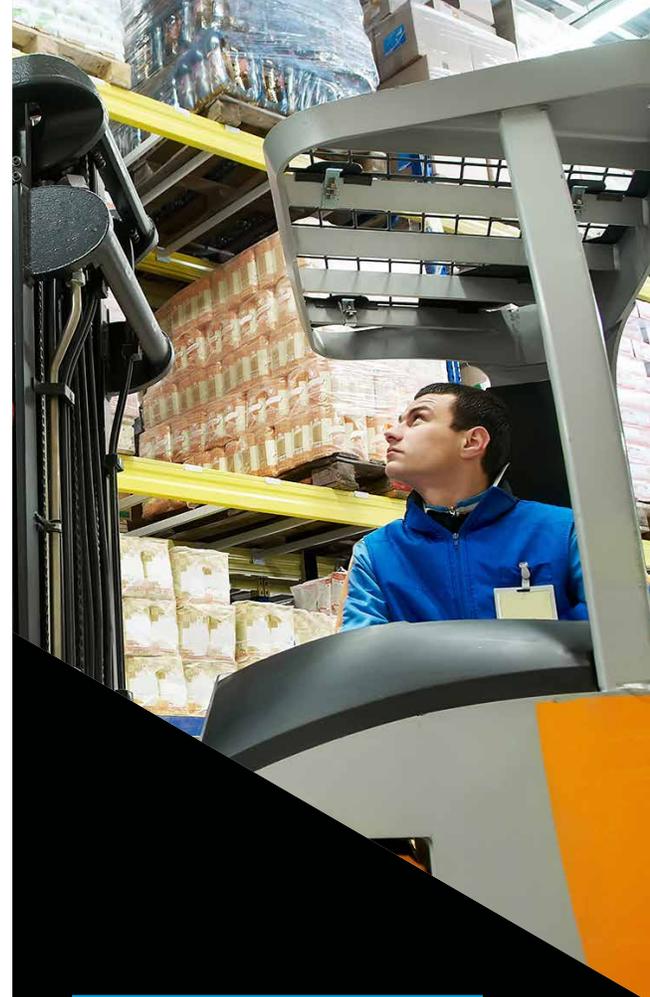
The more information consumers have, the more likely they are to place trust in food and beverage manufacturers' and suppliers' ability to manage food safety.

## Consumer Trust: Get to Know the Technology Enablers

Nine out of ten industry decision-makers feel that technology geared towards improving safety and traceability could drive competitive advantage in T&L, such as:

- Reduced risk through proper handling, transportation, storage
- Food supply chain optimization
- More transparency in the food supply chain
- Compliance with food quality and safety guidelines
- Tracking of product perishability
- Intake management of raw materials and ingredients

See what you can do to avoid food safety incidents and gain your consumers' trust



41% of industry decision-makers say RFID tags improve food traceability within the supply chain—more than any other technology.

# Food Safety Incidents Happen in T&L, But the Right Technology Can Help Protect Your Customers and Your Business

51% of industry decision-makers say meeting consumer expectations will continue to be a challenge in five years. Of course, expectations are extremely high and compromised food safety could leave your business facing serious consequences in these five areas:

Financial

Legal

Regulatory

Co-operative

Reputational

## Technology-Enabled Transparency to the Rescue

Top three most popular technologies for improving digital tracking and traceability, as identified by industry decision makers:

- Rugged handheld mobile computers with scanners
- Mobile barcode labels and thermal printers
- Rugged scanners

Technologies predicted to play an increasingly significant role:

- Blockchain
- Temperature monitoring and sensing technologies
- Predictive analytics

## How You Can Maximize the Impact of Technology Results in T&L Food Safety Efforts

- Identify requirements and ensure new measures help meet supply chain regulations
- Improve traceability with the creation of a comprehensive log for food and beverage products throughout the supply chain
- Identify gaps in food supply chain monitoring and highlight them as areas for improvement
- Deploy technologies like mobile scanners, barcode labels, predictive analytics and RFID solutions to enable a fully integrated system for traceability
- Improve visibility and transparency with deeper information and stronger information flow

**Which track and trace and transparency-enabling technologies are right for your T&L business' challenges?**

Read more about how Zebra can help your organization manage food safety at: [zebra.com/foodsafety](https://zebra.com/foodsafety)



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