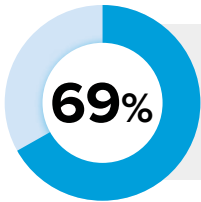


Why Meeting the Food Safety Challenge in Manufacturing Matters



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 manufacturing, such as:

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

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, 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 in Manufacturing Food Safety Efforts

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

Which track and trace and transparency-enabling technologies are right for your manufacturing business' challenges?

Read more about how Zebra can help your organization manage food safety at: zebra.com/foodsafety



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