

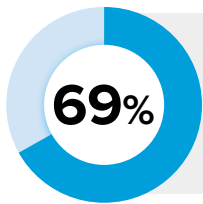
Placing the Focus on Food Safety

Help Your Customers Meet the Challenges of Food Safety with Your Apps and Zebra Devices

Whether it's a hot new restaurant in the city, the old standby eatery up the road or the local supermarket, there are more options for consumers than ever before. That's good news because people are genuinely excited about their food and take an interest in how it's sourced, handled and kept safe. However, consumers don't believe they are sufficiently informed. This could be a make-or-break issue for companies throughout the food supply chain.

Your food and beverage industry customers are challenged to provide transparency while at the same time, meeting food safety standards, avoiding the high cost of recalls and maintaining compliance. Technology can deliver the enhanced traceability needed to inspire greater consumer trust.

Together, we can help your customers eliminate manual, time-intensive paper records, automate food safety procedures, and ensure compliance—all by enabling track and trace to build a culture of food safety accountability through transparency. Gain a competitive advantage and help your customers earn consumer trust with your apps and Zebra technology.



of food and beverage industry decision-makers say the industry can and will handle food traceability and transparency, but only 35% of consumers agree.

Here's what consumers are saying

- **70%** of consumers think it's highly important how their food/ ingredients are manufactured, sourced, 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



93% of food and beverage industry decision-makers plans to increase investment in food-monitoring technology.

Customers have sky-high expectations

51% of industry decision-makers say meeting consumer expectations will continue to be a challenge over the next five years. Companies that can't keep up run the risk of facing serious consequences such as:

- Being forced to stop trading or selling products due to food safety incidents
- Vulnerability to legal action
- Loss of business partners
- Negative publicity that damages the brand and discourages consumers from purchasing

Decision-makers know they should turn to software and technology

Nine out of ten industry decision-makers feel that technology geared towards improving safety and traceability could drive competitive advantages such as:

- Reduced risk through proper handling, transportation and 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

Decision-makers' most popular technologies for improving tracking and traceability

1	Rugged handheld mobile computers with scanners
2	Mobile barcode labels and thermal printers
3	Rugged scanners

How can you maximize the impact of software and technology?

- 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 an 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

See which technologies are right for your customers' food safety challenges



Collaborate with Zebra and maximize the potential for new sales opportunities.

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

