



Traceability is Transforming the Food Industry

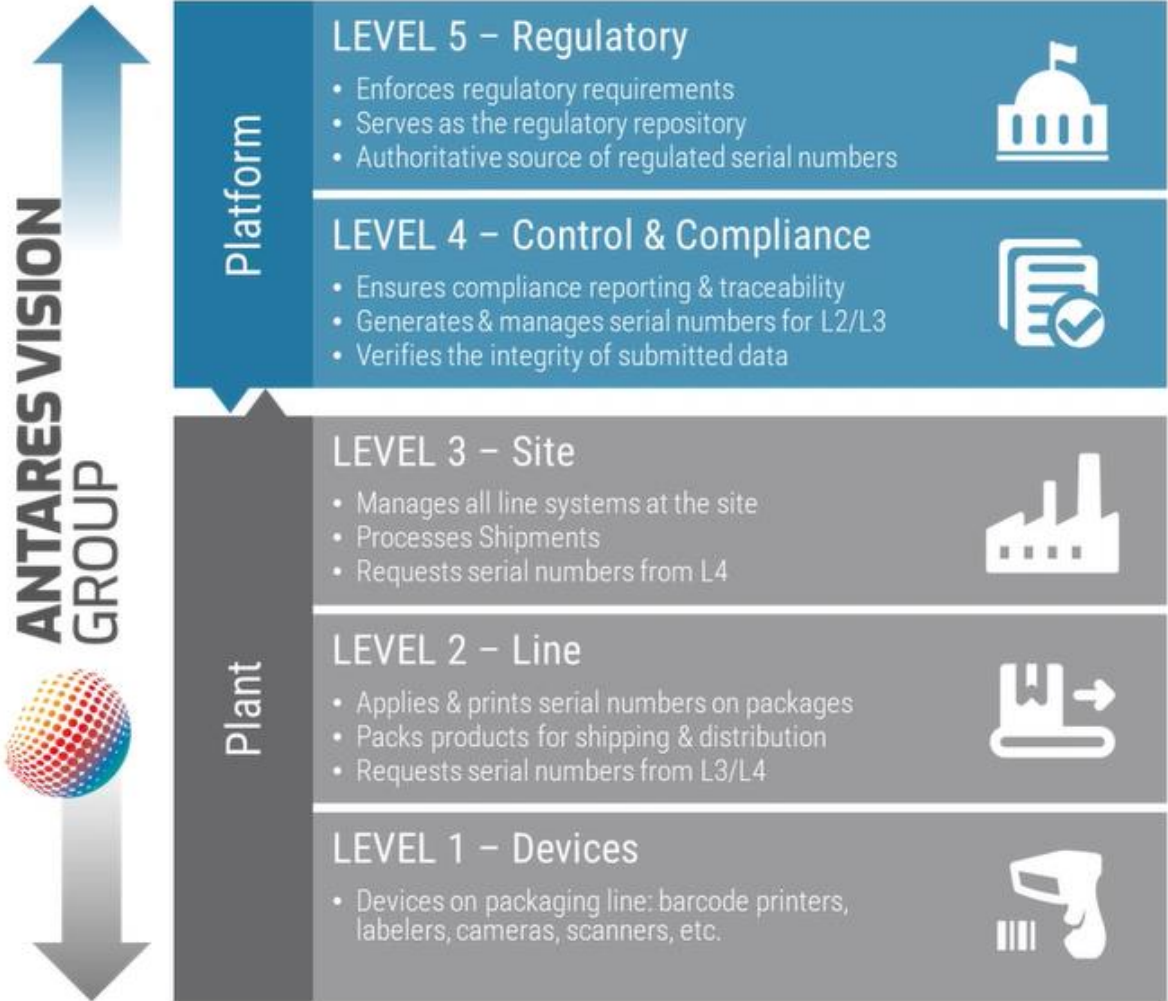


**ANTARES VISION
GROUP**





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Key Takeaways











Changing Consumer Expectations

Traceability & Emerging Trends

Use Cases & Examples



Consumer Expectations are Changing

Generation	Greatest	Baby Boomers	Gen X	Millennials	Gen Z
Year Born	1928 – 1945	1946 – 1964	1965 – 1980	1981 – 1995	1996 – 2016
Age Range in 2024	79 – 100+	60 – 78	44 – 59	29 – 43	8 – 28
Population (Global)	0.2 billion	1.1 billion	1.4 billion	1.7 billion	2.5 billion
% of Global Population	3%	15%	18%	22%	32%
Life Defining Events	World War 1 & 2 Great Depression Electric Appliances 	Cold War Moon Landing Transistor Invented 	End of Cold War Live Aid Personal Computer 	9/11 Attacks Global Financial Crisis Social Media 	COVID 19 MeToo/LGBT Movement Electric Driverless Cars 
Communication Style	 Letter	 Telephone	 Email/SMS	 Instant Message	 Emojis
Key Technology	Car	TV	PC	Smartphone	AR/VR
Music	Jazz Swing	Elvis The Beatles	Queen Madonna	Beyonce Coldplay	Billie Elish Justin Bieber
How They Get Around	'55 Ford Thunderbird	SUV/Minivan	Bicycle/Car	Uber/Lyft	Mom's Prius
Current Living Situation	Retirement Home	Semi-Attached House <small>Source: Kineta, The Spruce</small>	Own Apartment <small>Pew Research, Bruce Feirstein,</small>	Sharing an Apartment <small>Vanity Fair – various sources</small>	Parent's House

*“We want to make
products that **speak**”*

Emidio Zorzella – Founder, Antares Vision Group

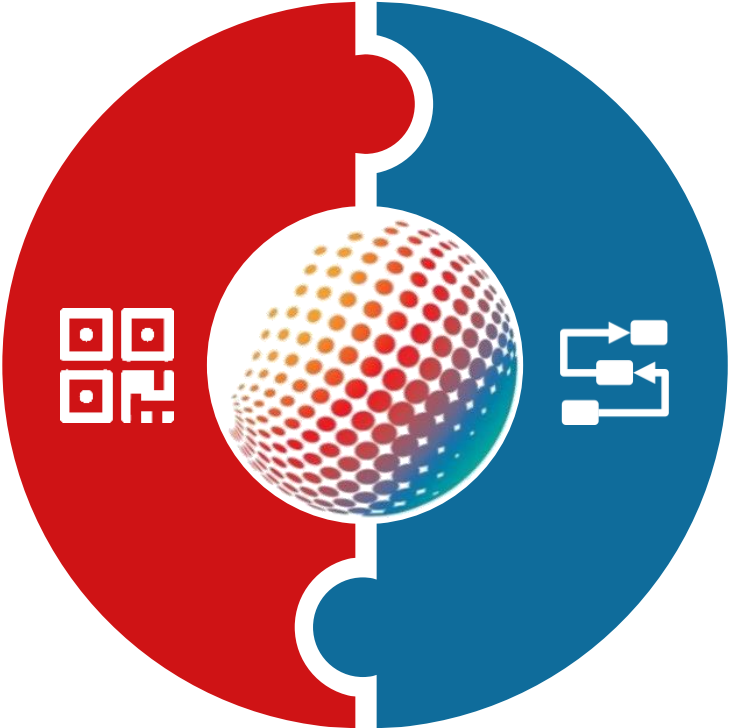


The Power of **Trustparency**TM

Enabling your Products to Tell their Story

A **Digital ID** gives
Life to your products

Manufacturing Operations



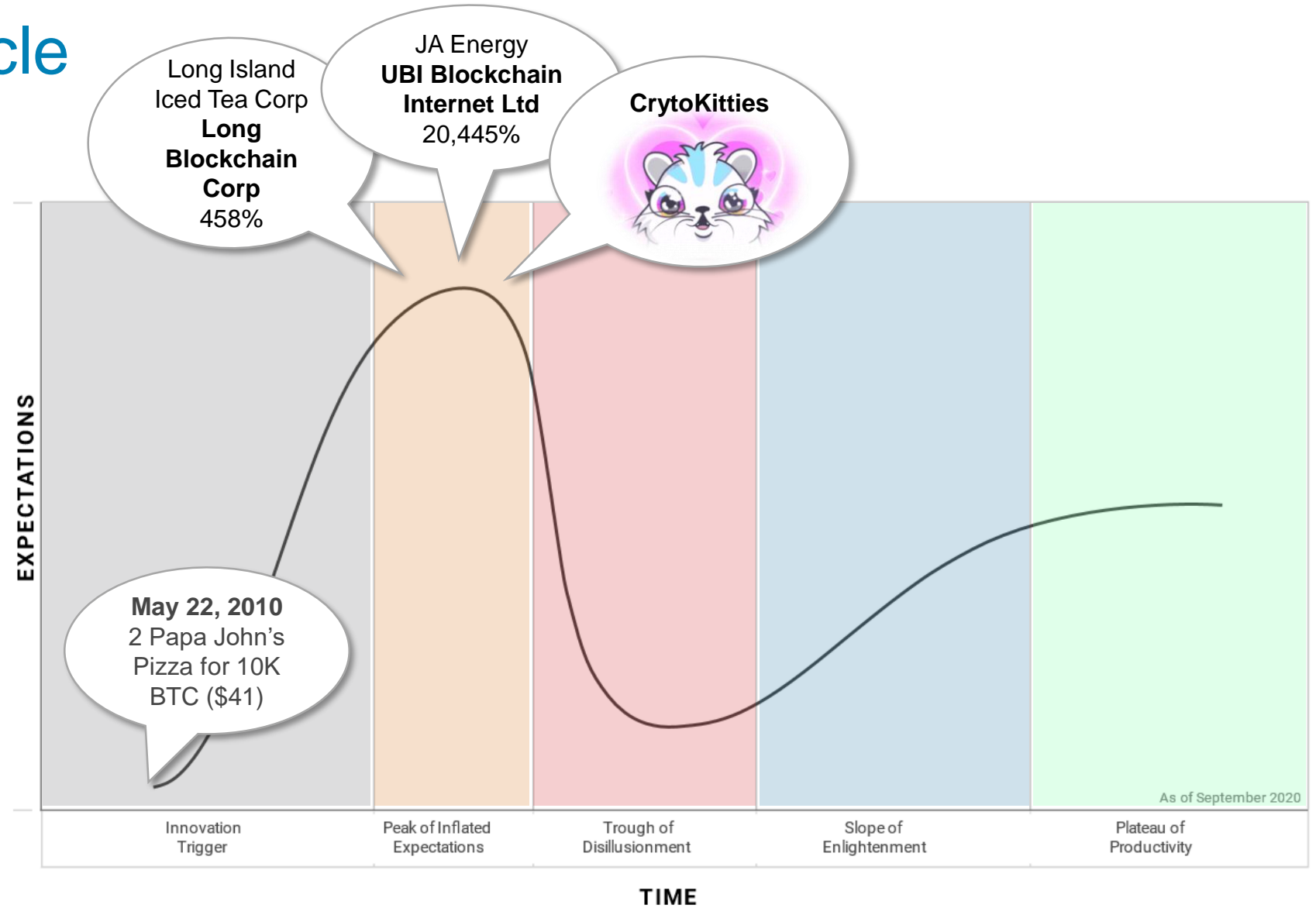
Traceability lets
your
product tell its **Story**

End-to-End Supply Chain



Gartner Hype Cycle

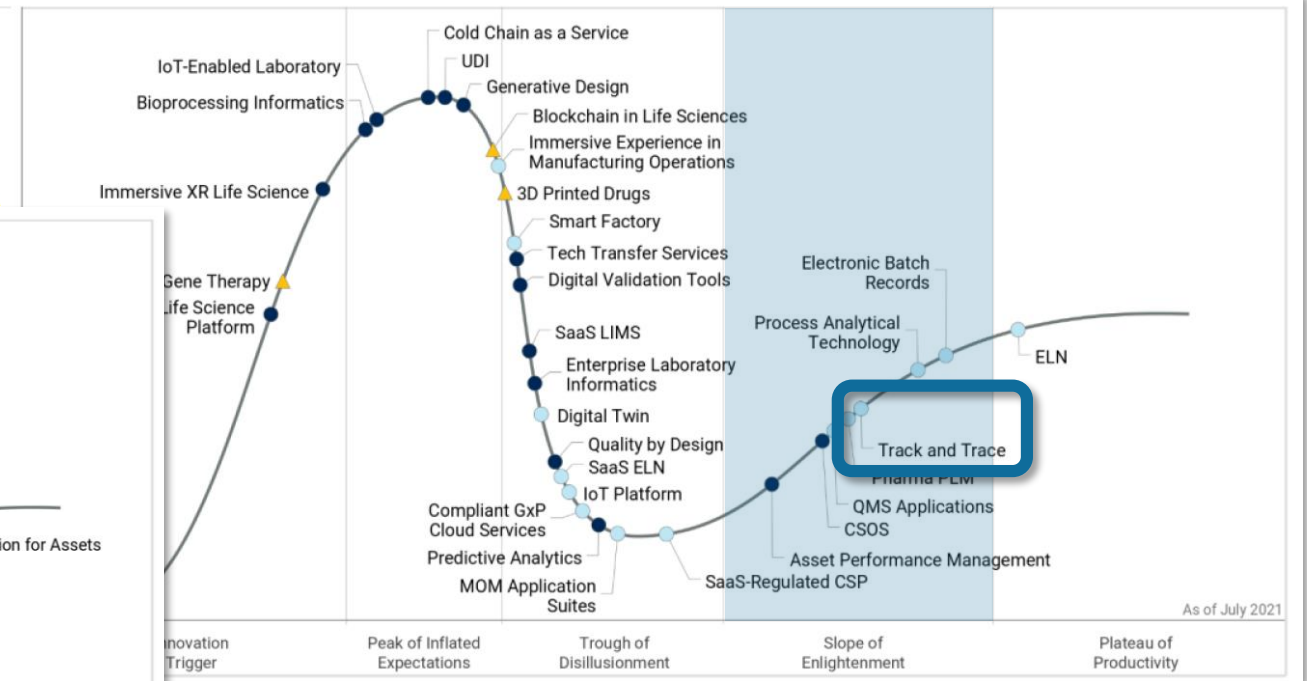
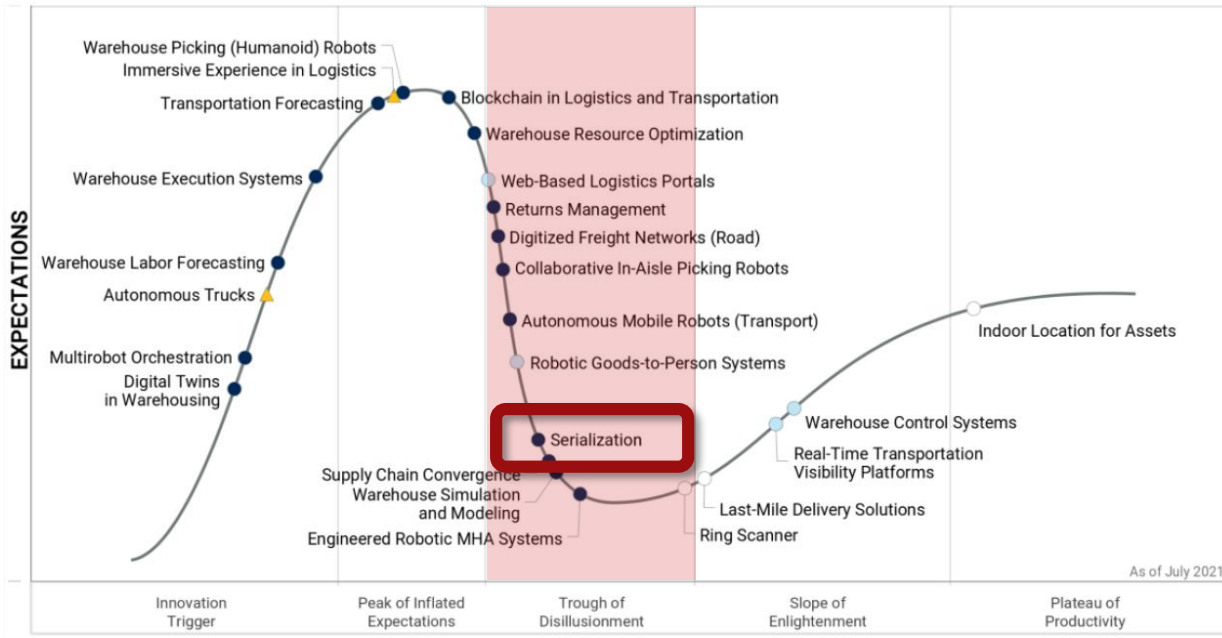
Innovation Trigger	A technology breakthrough kicks things off. Early proof-of-concepts & media interest.
Peak of Inflated Expectations	Early publicity produces success stories—often accompanied by scores of failures.
Trough of Disillusionment	Interest wanes as technology fail to deliver. Producers of the technology shake out.
Slope of Enlightenment	More instances of how the tech benefits the enterprise become more widely understood.
Plateau of Productivity	Mainstream adoption takes off. Technology's applicability & relevance are paying off.



Gartner Hype Cycle

Hype Cycle for Life Science Manufacturing, Quality and Supply Chain

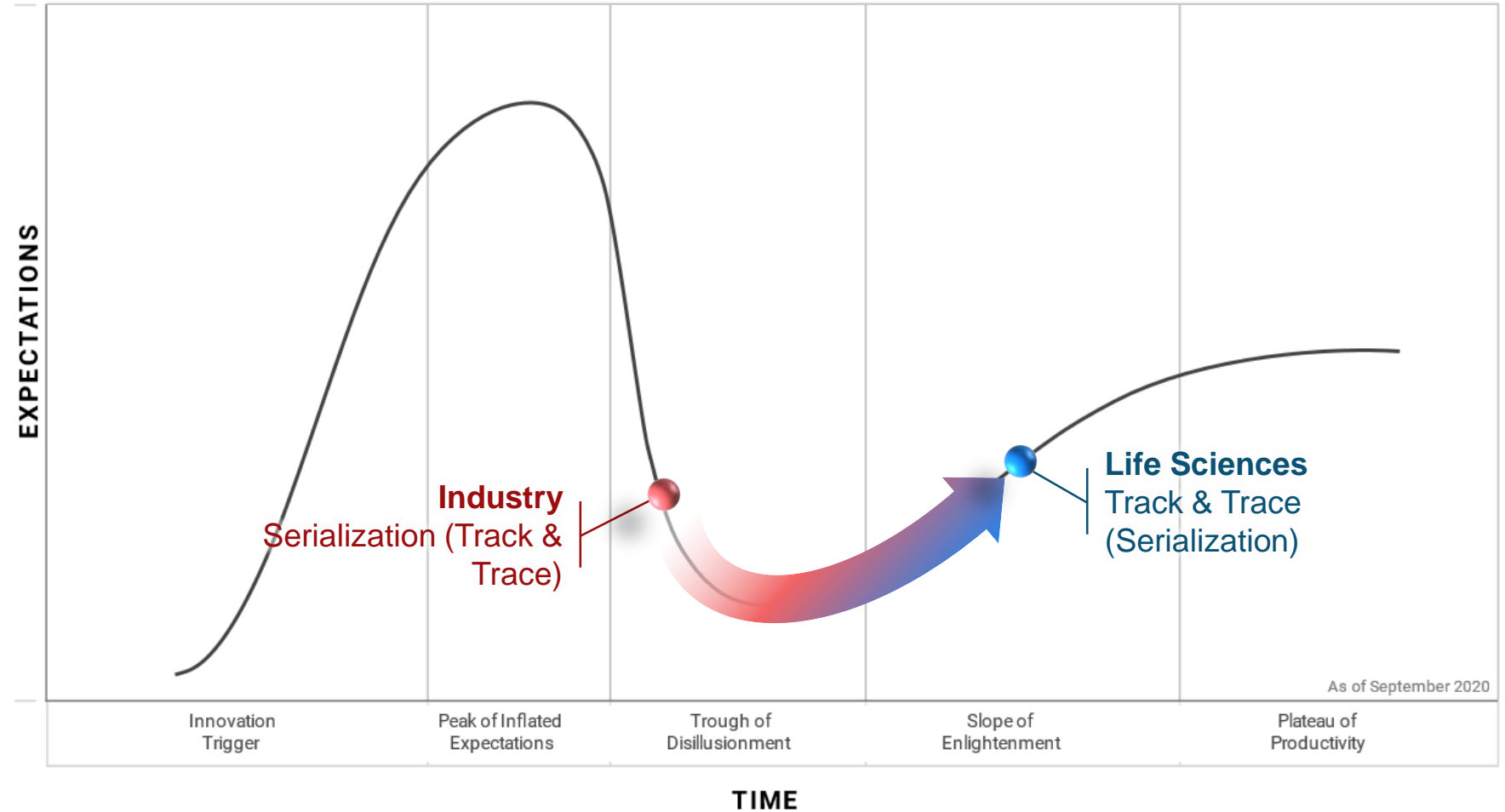
Hype Cycle for Supply Chain Execution Technologies

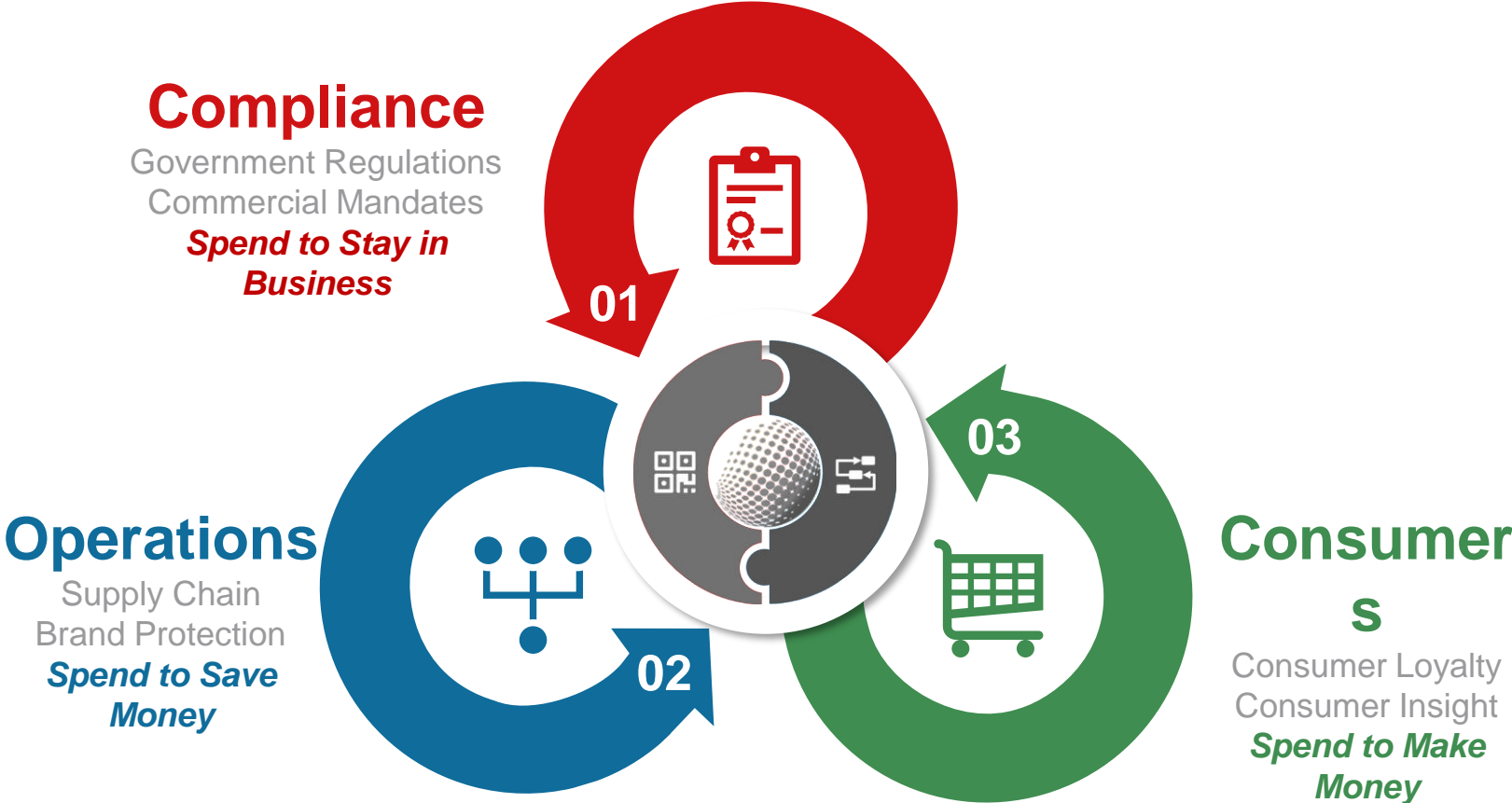


Gartner Hype Cycle – Serialization/Track & Trace

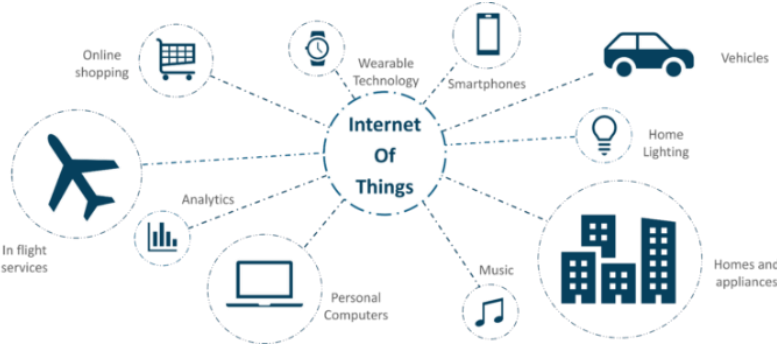
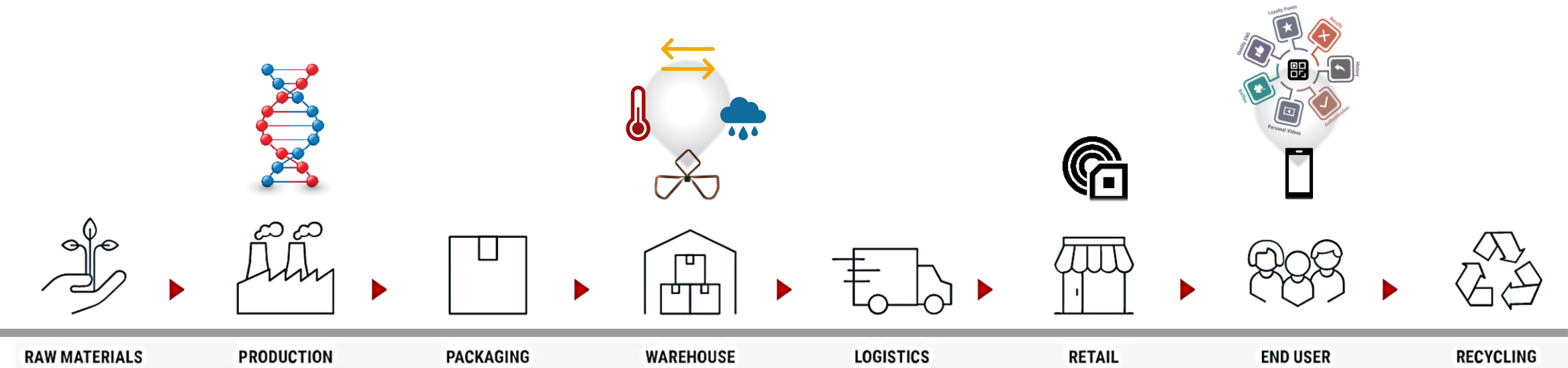
“A new generation of solutions
is exploiting many of the serialization capabilities previously deployed to meet track-and-trace compliance mandates in the life sciences sector...”

Gartner





Trustparency™ Across the Supply Chain



Use Case



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Big Berry Brand*

** Not Actual Name of Use Case Company*



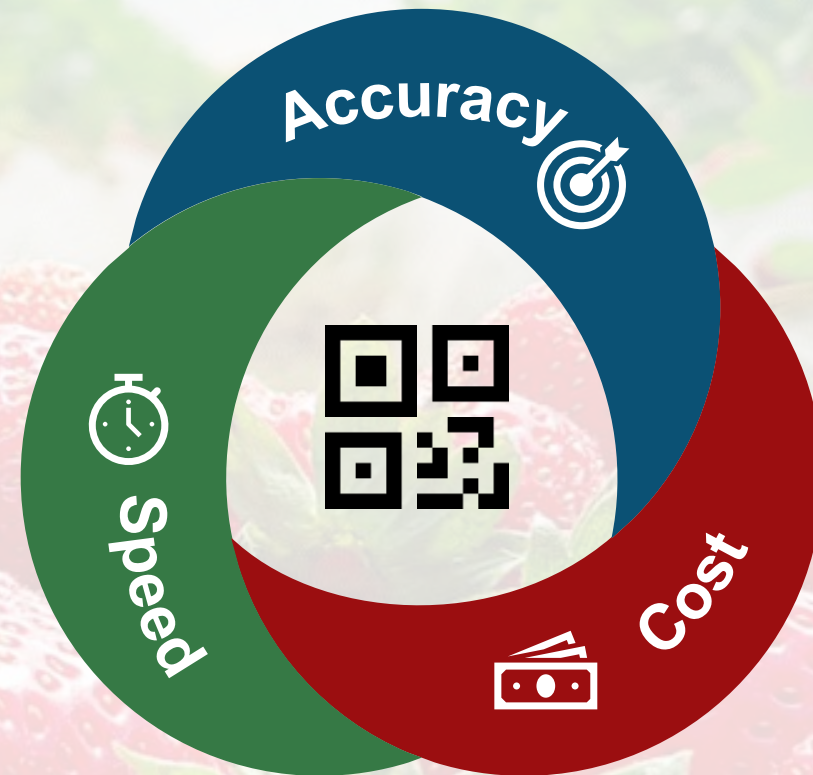
Big Berry Brand*

Each box of berries should sell the next box

CEO, Big Berry Brand

- Global brand selling almost **2 billion boxes** of berries annually
- Grow **multiple varieties** of the berries to find the best berries
- Have **no idea which is the best berry** variety based on consumer feedback
- Use **unique QR Codes** to all link consumer feedback to the box of berries, variety, farms (and even harvester)

98% Accuracy
For maximum association



>1 Sec/Clam
To minimize disruption

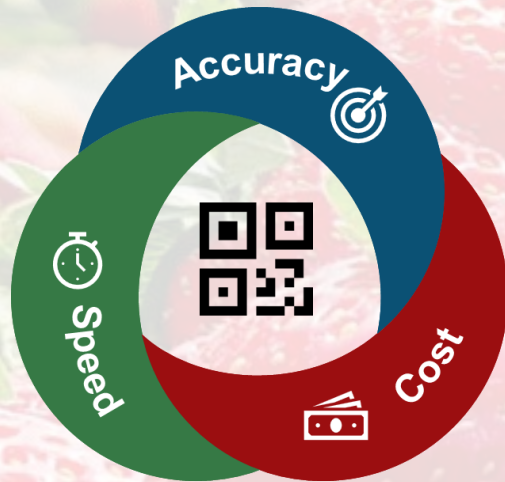
Lower Cost
Consumer-grade devices



Big Berry Brand*

~~99.0% Accuracy~~

~~97.7% Accuracy~~



~~.6 Sec/Clam~~

.4 Sec/Clam

~~Lower Cost~~

< \$600

Newest Industrial Grade Devices



- 4000+ Farms
- Procurement & Logistics
- Support Processes
- New Opportunities
 - FSMA
 - New Variety Monitoring
 - Targeted Recall
 - Consumer Engagement
 - Continuous Improvement

Use Case



*Global Wines**

** Not Actual Name of Use Case Company*



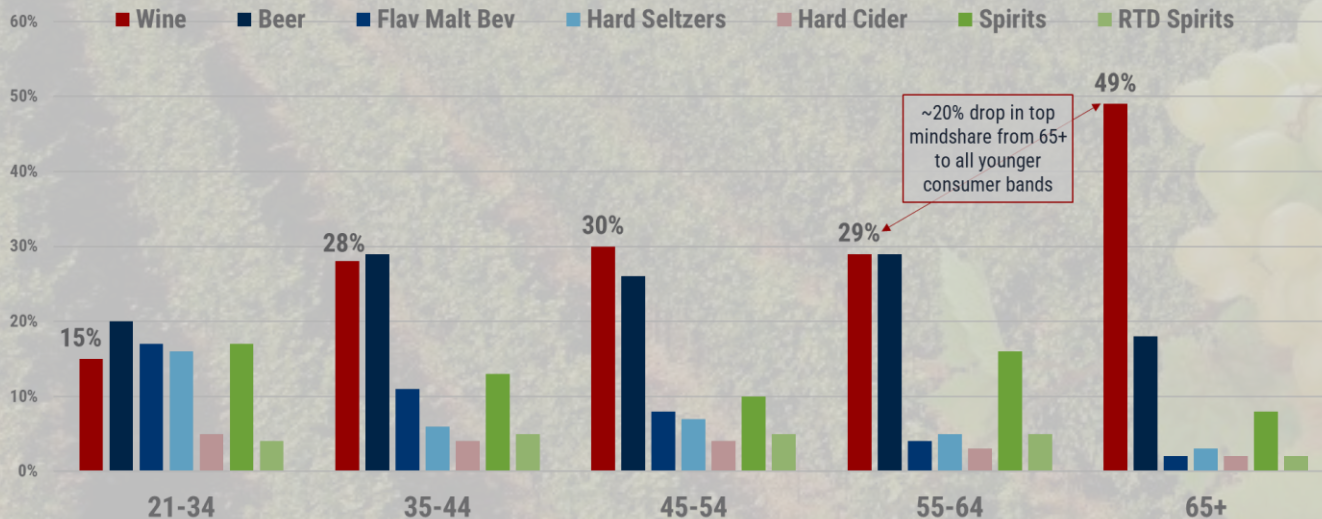
Global Wines*

- One of the **largest wine producer** in the world
- They own **20,000 acres** of vineyards.
- Market approx **100 different wine brands** across the world
- Produce over **3% of the world's annual supply** of 35 billion bottles.



Goals of Trustpacency Initiative

- Understand **Buying Patterns**
- **Engage** with their Consumers
- Provide **New Experiences**



* Source: Industry Overview by Zepponi & Company & Brager Beverage Alcohol



Global Wines*



- Tracking is **in progress** with many lessons learned so far
- Evaluating opportunities for **new engagement** with consumers



Video



Loyalty



Sweepstakes



Story



Restaurants & Bars

Restaurants, bars, event venues, caterers



Retailers

General & specialized stores (physical & web)



Events

Concerts, sports, business/private

Q&A

Herb Wong

Chief Customer Officer

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