



Consumer and Regulator Confidence In the Age of Smart Packaging

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PURPOSE

**TOGETHER
WE BUILD AND
PROTECT CONSUMER
CONFIDENCE.**

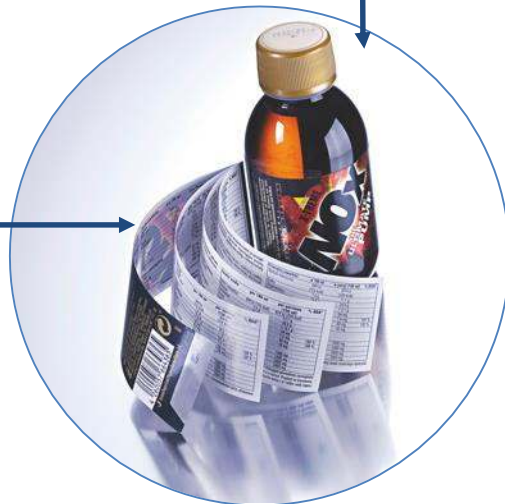


Packaging and labelling is evolving

Function 1:

To inform and attract

- Consumers are demanding more in-depth information about the products they buy
- Greater need for brand differentiation yet limited front-of-pack (FOP) real estate
- Export leads to a wider audience – multilingual, multicultural



Function 2:

To protect the product

- Product protection is now more than damage/degradation prevention
- Defence against adulteration a priority
- Protection from faulty products – recall system



Food/ Health food protection - regulators perspective

China Updates

- Entered into force on 1 October 2015
- Under Article 42, food producers and traders are now required to establish a 'food safety traceability system'
- Registration for infant formula, honey, wine...
Health food

U.S Food Safety Modernisation Act

- Importers responsible for proving compliance
- Food Adulteration and Food defense



Product labelling in the digital age

Consumers seeking independent assurances

Clean labelling (free-from) and special claims strong differentiating points but,

- Consumers increasingly sceptical about FOP information due to unsubstantiated self claims



Smartphones and packaging

- Consumers are using mobile phones to assist in making purchasing decisions, both online and offline
- Apps like WeChat and myfitnesspal are helping consumers access product information in a personalised way

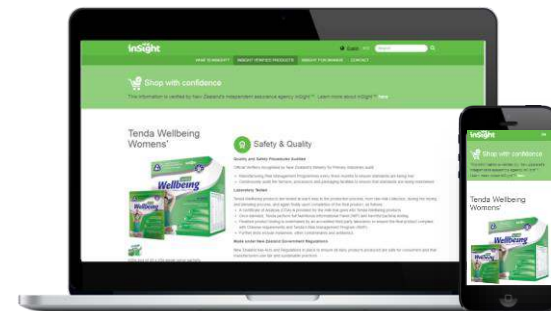


Building trust into your product – AQ Assured



Independent proof that inspires consumer confidence

Land to Brand verification:



Interactive supply chain:



Consumers are able to click on any of the supply chain steps, from on-farm to retail, and view the verified product information that matters to them

Building trust into your product – AQ Assured



Independent proof that inspires consumer confidence

Promoting your credentials



Environmental



Social & Ethical



Safety & Quality



Nutrition



Origin

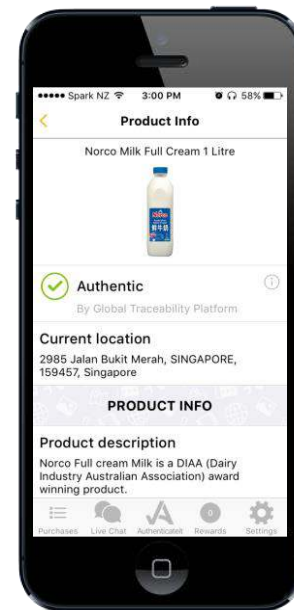
Traceability from farm to fork – shping



**Traceability, recall
and authenticity
check**

**Cloud-based traceability solution with a
consumer edge**

Features



Traceability from farm to fork – shping



Showing your
certification and
reports

Cloud-based traceability solution with a
consumer edge

Features



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**Ingredients
information**

**Cloud-based traceability solution with a
consumer edge**

Features



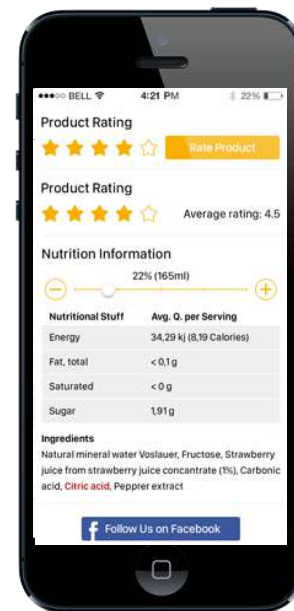
Traceability from farm to fork – shping



Nutrition tools

Cloud-based traceability solution with a consumer edge

Features

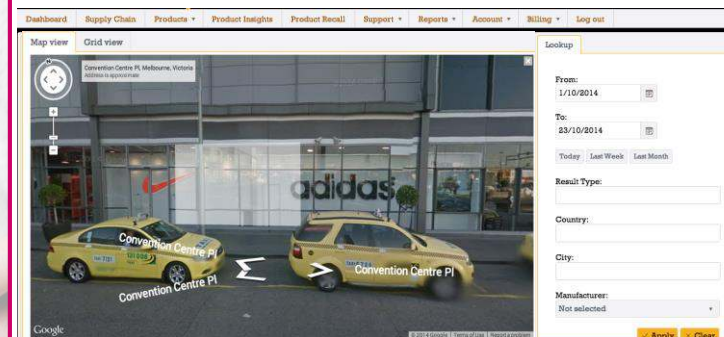


Traceability from farm to fork – shping



Distribution and
Daigo monitoring

Cloud-based traceability solution with a
consumer edge



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Thank you

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