

Trusted Food

From Product Promise to Verifiable Product Identity

Premium food brands and retailers compete in a new era of transparency. Consumers expect claims about origin, production, quality, safety and responsible sourcing to be trusted.

Product identity is evolving from a label or barcode into a trusted digital connection between product, supply chain and consumer.

\$30–40B

ANNUAL GLOBAL COST OF FOOD FRAUD

Estimated losses to the
global food industry

Source: PwC / John Spink,
Michigan State University

**Food trust increasingly
requires proof.**



Why This Matters

Premium food brands and retailers compete on trust. Every product carries promises about origin, production, quality, safety and responsible sourcing.

Trusted product identity connects those promises to underlying product and supply-chain evidence—strengthening provenance, supplier accountability, traceability and consumer transparency while complementing existing GS1 infrastructure.

Future State

Every product becomes a trusted enterprise asset.

A persistent product identity connects farm, supplier, production, distribution, retail and consumer through a trusted digital thread—creating the foundation for stronger product integrity, more precise traceability, richer consumer experiences and new intelligence across the food value chain.

We believe the next generation of premium food will not simply make claims about quality, provenance and responsible sourcing. It will make those claims verifiable.