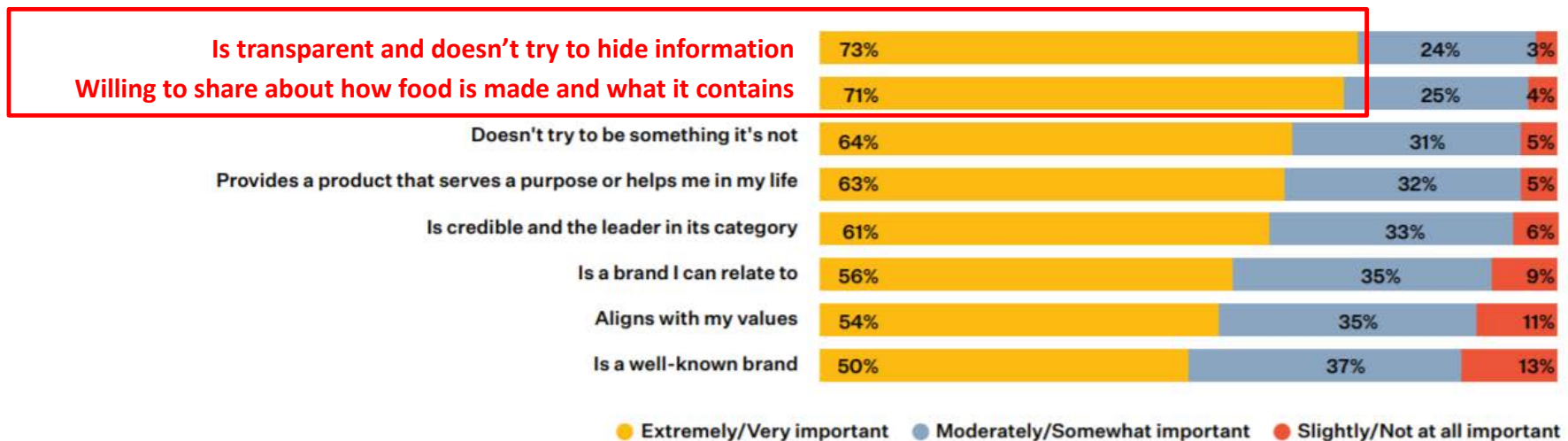




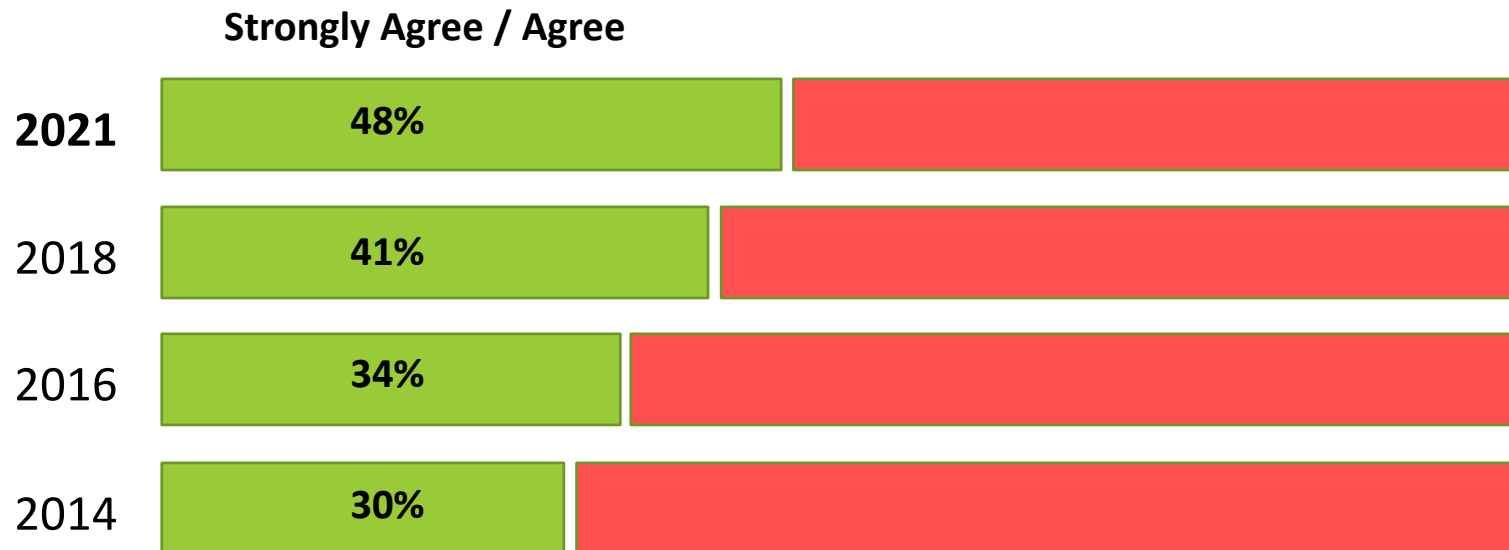
# Transparency is the #1 tool to build trust with consumers

How important are each of the following in helping you know if a food brand is trustworthy?





## While improving, the majority of consumers do not see food companies as transparent



*Question: How strongly do you agree or disagree with the following: As a whole, the food companies are transparent about how food is produced. (Strongly agree/Somewhat agree)*



## Food companies rising to meet consumers' increasing demands for information

ALLERGENS AND  
CROSS-CONTAMINATION

USE OF PESTICIDES

ENVIRONMENTAL  
IMPACT

GMOs

ANIMAL WELFARE

PACKAGING  
RECYCLABILITY

SUSTAINABLE AND  
RESPONSIBLE INGREDIENT  
SOURCING

FARMERS' AND FARM  
WORKERS' WELL-  
BEING

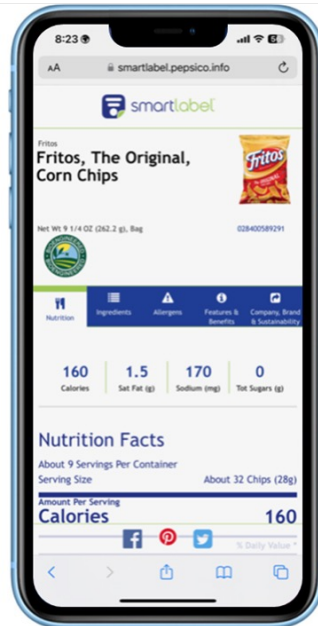
FOOD SAFETY



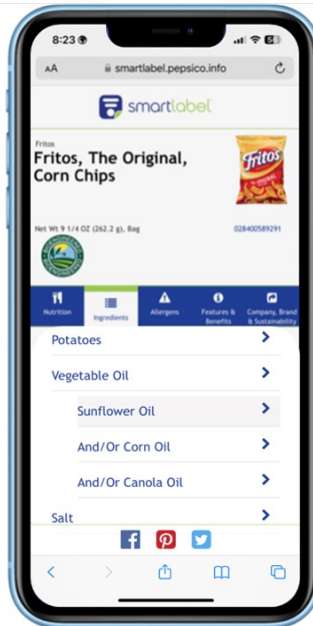
# SmartLabel<sup>®</sup> is a powerful tool for bringing more product information to consumers



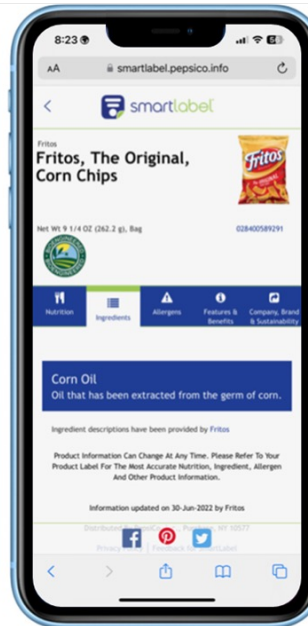
## NUTRITIONAL INFORMATION



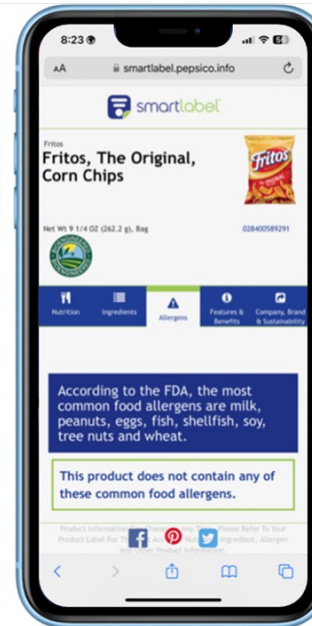
## INGREDIENT INFORMATION



## INGREDIENT DEFINITIONS



## ALLERGENS



## FEATURES & BENEFITS

