

## Assuring the Provenance, Safety and Quality of Food & Drink Products

Growing concerns over food and drink safety, authenticity and sustainability mean that consumers, retailers, producers and processors require transparent evidence about the lifecycle of products. Many farmers are already recording various quality controls at field level, from shed-cleaning to crop-spraying and harvesting, but this is often only on paper which is a time-consuming and outdated method.

For consumers who may be allergic or intolerant to some foods, they need assurance that what they are buying is safe for them. With the rate of food intolerances increasing in the UK, a viable solution is needed to provide evidence of this assurance.

# 30%

**OF PEOPLE**

in the UK believe they have  
a food intolerance



**3 IN 5 CONSUMERS**

want to know more about where  
their food comes from and how  
its made

Consumers  
are willing to  
pay up to

# 10%

more for more  
information on their  
food's supply chain

# 94%

of consumers are more likely to be  
loyal to a food brand that offers  
complete transparency

**The SICCAR platform provides complete supply chain traceability. In a project conducted with The Oat Co. SICCAR** enabled consumers to trace the provenance of their oats back along the supply chain, track how they have been processed, and be completely sure they are gluten-free. This evidence can be accessed via a QR code on the packaging, which can be scanned to see a whole dashboard of publicly available information, proving the oats' journey from farm to fork.

**SICCAR** enables multiple parties producing, verifying and assuring foods to add data about the product throughout its lifecycle. Trusted parties add data to a shared but secure register, in a controlled and compliant way. All the producers and processors involved in a food product's lifecycle can add and access data according to the permissions they have been granted. Some data can be given permission to be public, to maintain supply chain transparency.

Not only does this solution provide transparency to consumers, but it tilts some power in the supply chain back to the producers, as they are able to evidence the quality of their processes.



*“We are bringing in processors to complete the supply chain, which would then be transparent at the click of a button. If we can do it for oats we could ensure the same traceability for potatoes, or soft fruit, organic produce or anything we like.”*

– Paul Mayfield, Food and Drink Consultant, SRUC.

**SICCAR** lets you efficiently manage and accurately track the provenance of all data in a supply chain, with the relevant data being contributed by trusted sources.

**SICCAR** lets producers and processors evidence their quality controls and measures digitally. By reducing paper, time and cost is reduced..

Consumers are empowered with field to fork traceability of their foods, increasing brand trust and loyalty.

With consumers willing to pay more for supply chain transparency, investing in digital food provenance is an opportunity for greater brand revenue.



**INCREASED SUPPLY  
CHAIN EFFICIENCY**



**EASILY EVIDENCE PRODUCT  
AND PROCESS QUALITY**



**COMPLETE TRANSPARENCY  
FOR CONSUMERS**



**INCREASED PRODUCT  
PREMIUM**