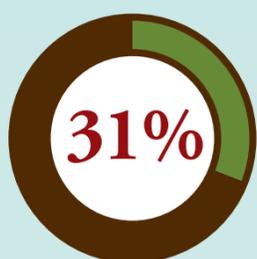


# It's on your plate: How to achieve *farm-to-fork* transparency

It's not enough to produce a quality product anymore. The food and beverage industry is facing big demands from everyone at the table—including regulators and consumers. Manufacturers need complete visibility into production to successfully pass the test from farm to fork.

## What your customers want to know

Consumer attitude toward transparency



Only 31% feel the food industry is transparent



65% want to know more about where their food comes from



91% support labeling foods with genetically modified organisms (GMOs)

## What regulators demand

The new rules that govern transparency

- Focus on prevention. Food Safety Modernization Act includes new regulations about how you track, process and package your products.
- Increased, targeted inspections. FDA is increasing the frequency of inspections and will apply its resources in a risk-based manner.

## Don't flunk the test. It'll cost you.

If you don't fix it, you could:

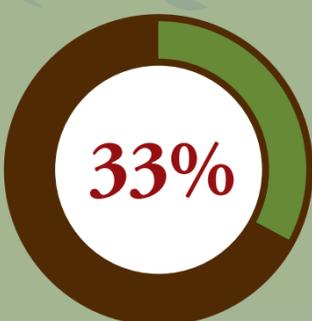
- Get fined for noncompliance.
- Increase your risk in event of recalls and other safety issues.
- Lose customers.

## It's your loss

Once a product has been recalled:



55% would temporarily switch to another brand



33% would never purchase that brand again

\*Respondents age 18-26 were more likely to permanently abandon recalled brands than those aged 68 years and older.

Perception:  
Who's at fault



50% blamed food packagers and processors for increased health & food safety issues

Source: Harris Interactive Survey

## Be prepared. Get the support you need.

Discover how Sage X3, a flexible business management solution, can help you:

- Track lots in less than 4 minutes.
- Give customers confidence that they know the history of your product.
- Comply quickly and meet requirements without increasing overhead.
- Predict seasonal changes in supply and demand so you can stock up or sell out accordingly.

*To increase transparency and achieve success, take action now to modernize your business system and technology infrastructure.*



Platform Technology Advisory, a full-service accounting and technology firm, can help. The Platform Technology Advisory team can provide expert services to meet your unique requirements including software implementation and support.

For more information about Sage X3 and how we can assist you, call 805-569-9487 or visit [platformtechnologyadvisors.com](http://platformtechnologyadvisors.com).

### Resources:

Just Label IT, SHS FoodThink, Mintel

"ERP in Food & Beverage," Aberdeen Group, December 2013

"Nearly Three-Quarters of Americans Looking to Government for More Food Safety Oversight," Harris Interactive Poll, February 2014