



Food Safety Supply Chain Vision Study

# Closing the Trust Gap: Technology and the Food Supply Chain

Zebra highlights the views of consumers as well as food and beverage industry decision-makers worldwide around safety, traceability, and transparency in the food supply chain. While the industry is taking measures to ensure a more transparent supply chain, more work needs to be done to increase consumer confidence and improve food traceability.



**70%**

of consumers say how food is manufactured, prepared, and handled is highly important to them



**69%**

of decision makers say the industry is prepared to manage food traceability and transparency, but only 35% of consumers agree



**20%**

of consumers on average place complete trust in companies and brands to ensure food safety—compared to 37% of decision-makers on average who are more informed



**93%**

of decision-makers are planning to make increases to their investment in food monitoring technology



**41%**

of decision-makers say RFID tags improve food traceability more than any other technology, yet only 31% currently use them. Other emerging technologies likely to gain traction in the coming years include temperature sensitive labels and blockchain.



Looking for insight into what the future of food safety holds for your business?  
Visit [zebra.com/foodsafety](https://zebra.com/foodsafety) and download Zebra's Food Safety Supply Chain Vision Study.