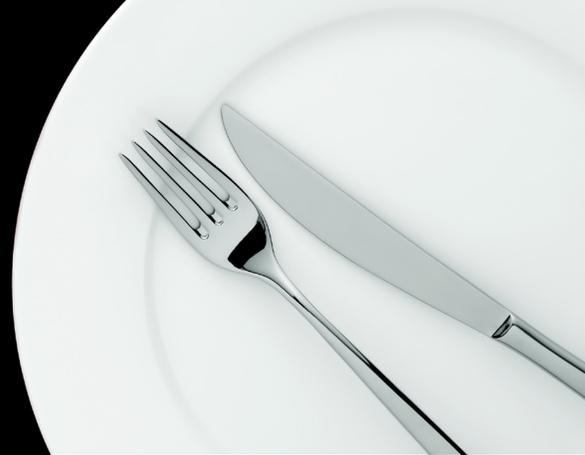


What's feeding demands for transparency in food distribution?

Decision-makers are expanding visibility in the food and beverage industry to combat:



Foodborne Illnesses

48 million¹ people



are affected by food poisoning each year.

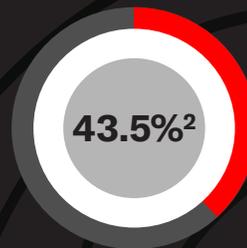
Spoilage

\$400 billion³



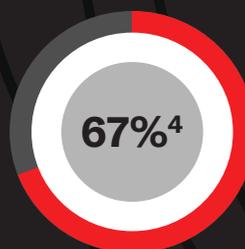
worth of food is lost between harvesting and retail.

Mislabeling



of recalls last year were caused by undeclared allergies

Customer Skepticism



of consumers don't fully trust distributors to prioritize food safety



You don't have to compromise on food safety.

Contact Heartland to keep exploring the future of food traceability.

¹United States, Department of Health and Human Services, Centers for Disease Control and Prevention. "Fast Facts About Food Poisoning." Centers for Disease Control and Prevention, Mar 24, 2023.

²Beach, Coral. "Report finds an enormous increase in the number of food items recalled in 2022." Food Safety News. Mar 15, 2023.

³Rolle, Rose. "We Can All Help Reduce Food Loss and Waste". United Nations. Sept 28, 2022.

⁴"A Dangerous Food Disconnect." The Center for Food Integrity. 2018.