



Honey & Fox

“Traceability, Authenticity and Provenance Technologies – Drivers, Barriers and Measuring Impacts for Australian Small Food Businesses”

Jayne Gallagher, CEO & Founder Honey & fox Pty Ltd



The Power of Provenance

People will pay more when they know and trust the source of the food, drink & fibre products they are buying

Source: 2019 Agrifutures Australia



Proof is critical

Demonstrate that everything you claim is true. It is authentic, which means that it is real, it is exactly what it says it is



About

Services

Contact

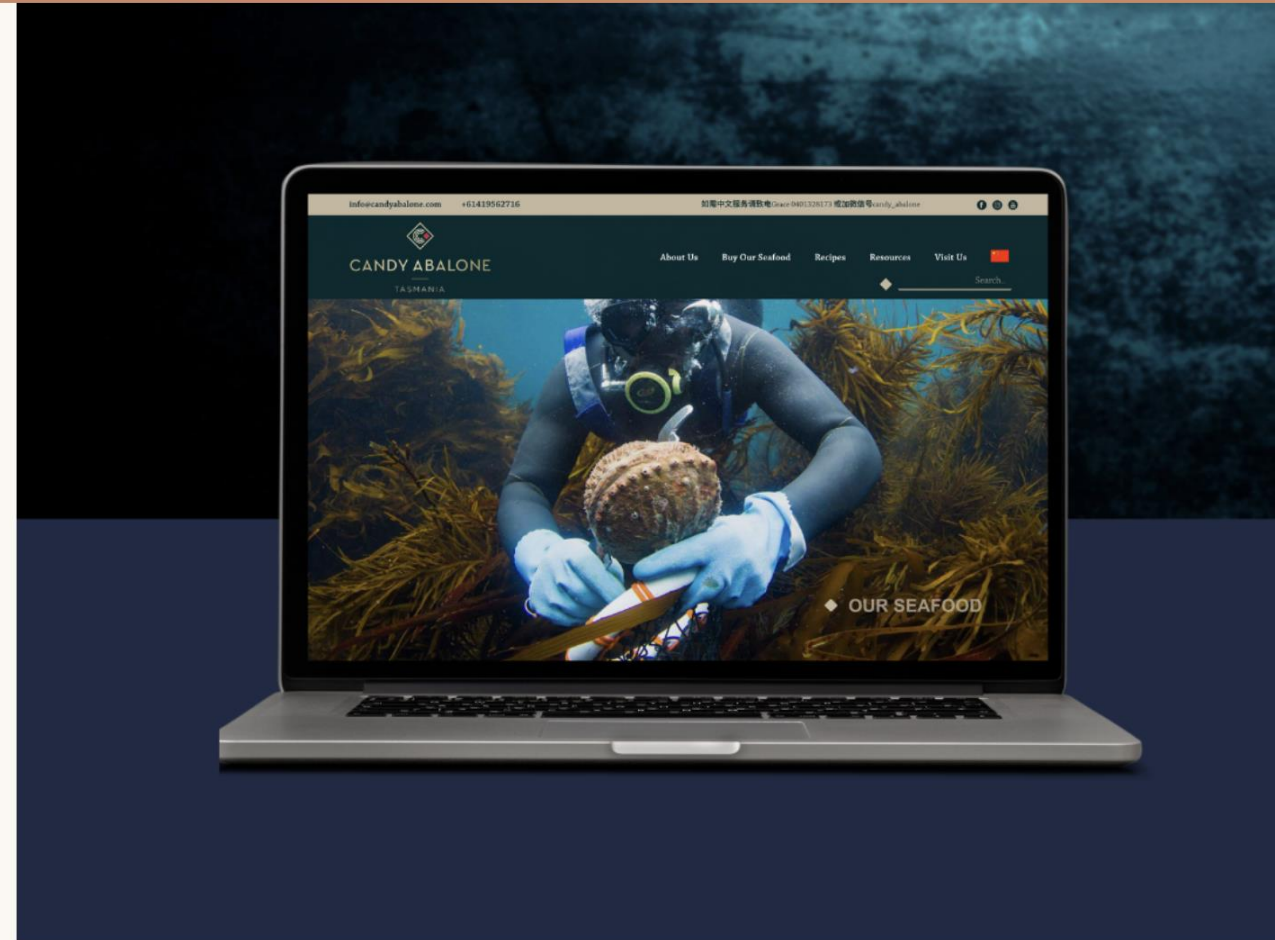


HONEY & FOX

Where premium food businesses grow

We help you find and connect with your perfect customers and get them lining up to buy from you.

Work With Us

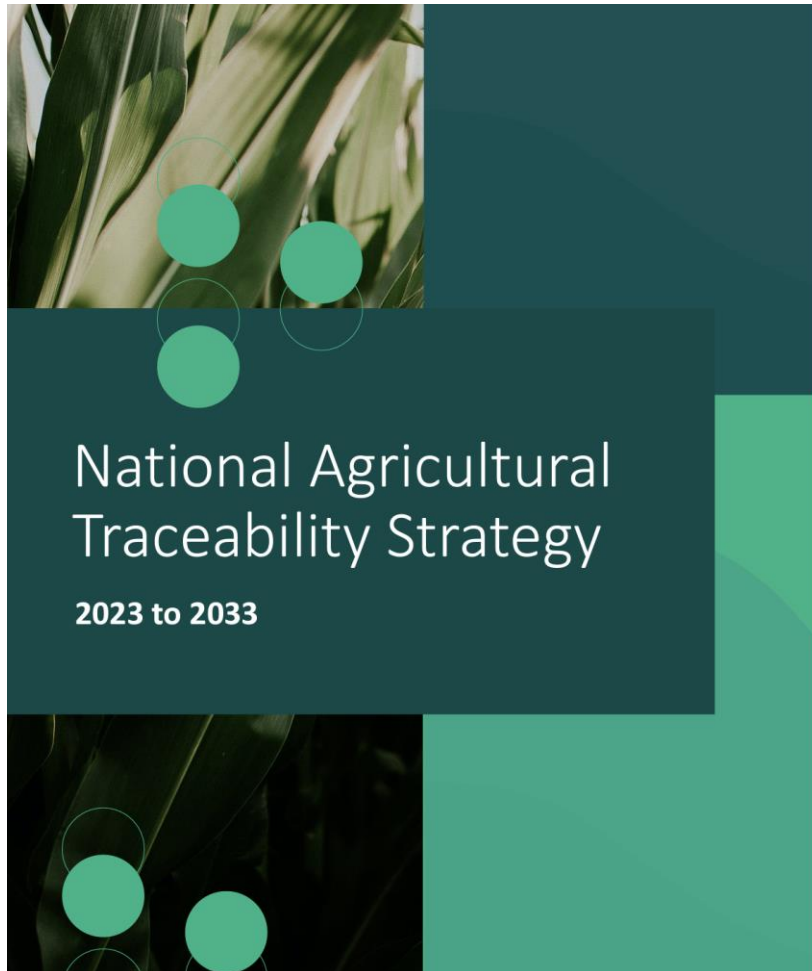


RESEARCH AND STRATEGY

CREATIVE

COMMUNICATIONS

National Strategy



Modelling around the highest quantifiable economic benefits, derived from progressing priority areas for action, has shown benefits could include, but not be limited to:

Growing the value of the agricultural sector through an estimated

\$400m to \$1b

in export value per year through enhanced traceability

(PwC, 2021)



Increasing efficiency in agricultural trade through:



Reduced compliance costs of approximately

\$110m to \$170m

per year

(PwC, 2021)



Improved export administration efficiency of approximately

\$115m to \$155m

per year

(PwC, 2021)



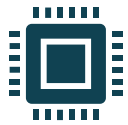
Protecting the agricultural sector through reduced costs of potential biosecurity outbreak scenarios by an estimated

\$59m to \$68m

per year through enhanced responses enabled by traceability

(PwC, 2021)

What does it mean for businesses?



Desktop research on the demand for and adoption of traceability systems in food supply chains, focusing on barriers to adoption and factors for success



Interviews and surveys of seafood and agricultural businesses to understand motivations, needs, capabilities and barriers/challenges to adoption



Interviews with technology providers to understand their perceptions of opportunities and barriers/challenges

Drivers



Source: AgVic 2022



Barriers

Confidence + Competence



Many questions

Can we afford to do it given our cash flow?

Do we have the skills to choose and implement the right system for our business?

How much will we need to change the way we do things?

How much will it interrupt our business?

How will it work on the ground, will we have to train staff to do things differently

Different customers might want different things, how do we know what they need or want?

What are the benefits to the business?

What is the expected ROI?

Digital Confidence

Not confident

Basic functions

Reasonably confident

Eager and open to new technologies

Resources

Money

Time

People

Skills/Expertise

Curious About Traceability Systems But Don't Know Where To Start?

Answer 10 questions about your business and you will get a tailored report about where to start to find a system that best suits your needs, capabilities and resources.

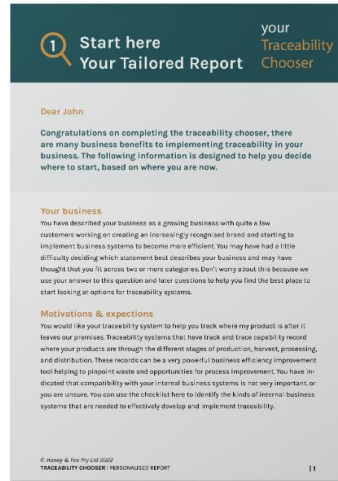


**Start Your Traceability Chooser Quiz And
Get Your Personalised Results Now**



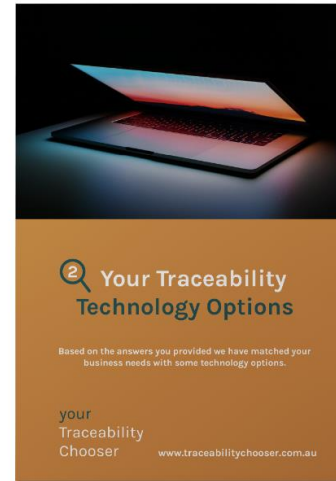
Producer templates
for provenance storytelling

Once you have completed the free quiz, follow these 3 simple steps



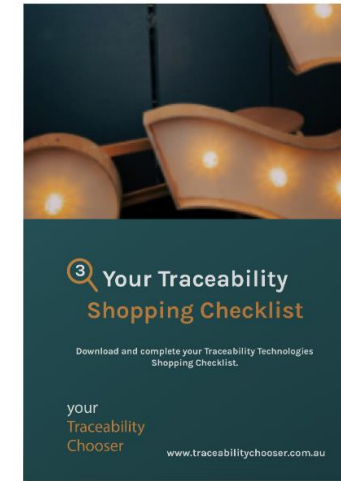
1.

Download your tailored report



2.

Review technology options



3.

Complete the shopping checklist



1. Personalised Report

A personalised report that analyses their responses and provides information on traceability systems, how they work and why they are important in food businesses

The screenshot shows a report page with a dark teal header. On the left, a magnifying glass icon contains the number '1', followed by the text 'Start here Your Tailored Report'. On the right, the text 'your Traceability Chooser' is displayed. The main content area is light grey and contains three sections: 'Dear John' with a congratulatory message, 'Your business' with a paragraph about business growth, and 'Motivations & expectations' with a paragraph about tracking products. At the bottom, there is a footer with the copyright notice '© Honey & Fox Pty Ltd 2022' and the page title 'TRACEABILITY CHOOSER | PERSONALISED REPORT' on the left, and the page number '11' on the right.

1 Start here
Your Tailored Report

your
Traceability
Chooser

Dear John

Congratulations on completing the traceability chooser, there are many business benefits to implementing traceability in your business. The following information is designed to help you decide where to start, based on where you are now.

Your business

You have described your business as a growing business with quite a few customers working on creating an increasingly recognised brand and starting to implement business systems to become more efficient. You may have had a little difficulty deciding which statement best describes your business and may have thought that you fit across two or more categories. Don't worry about this because we use your answer to this question and later questions to help you find the best place to start looking at options for traceability systems.

Motivations & expectations

You would like your traceability system to help you track where my product is after it leaves our premises. Traceability systems that have track and trace capability record where your products are through the different stages of production, harvest, processing, and distribution. These records can be a very powerful business efficiency improvement tool helping to pinpoint waste and opportunities for process improvement. You have indicated that compatibility with your internal business systems is not very important, or you are unsure. You can use the checklist here to identify the kinds of internal business systems that are needed to effectively develop and implement traceability.

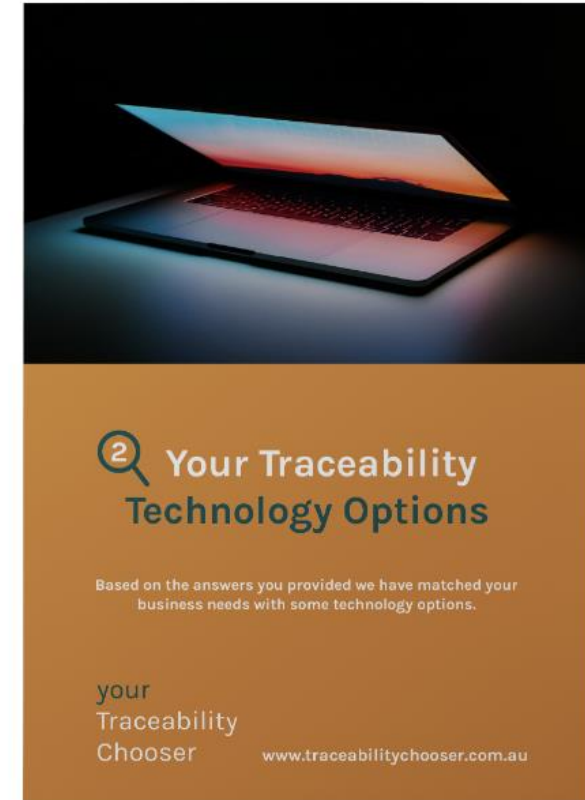
© Honey & Fox Pty Ltd 2022
TRACEABILITY CHOOSER | PERSONALISED REPORT

11



2. Technology Options

A vendor-agnostic list of traceability technology types presented in a hierarchy from the simplest to the most complex. The personalised report suggests where individual businesses should to start based on their responses to the Chooser.





Honey & Fox

3. Shopping Checklist

A checklist of questions and issues to discuss with technology providers. The checklist includes advice about the preparation needed before contacting technology providers.

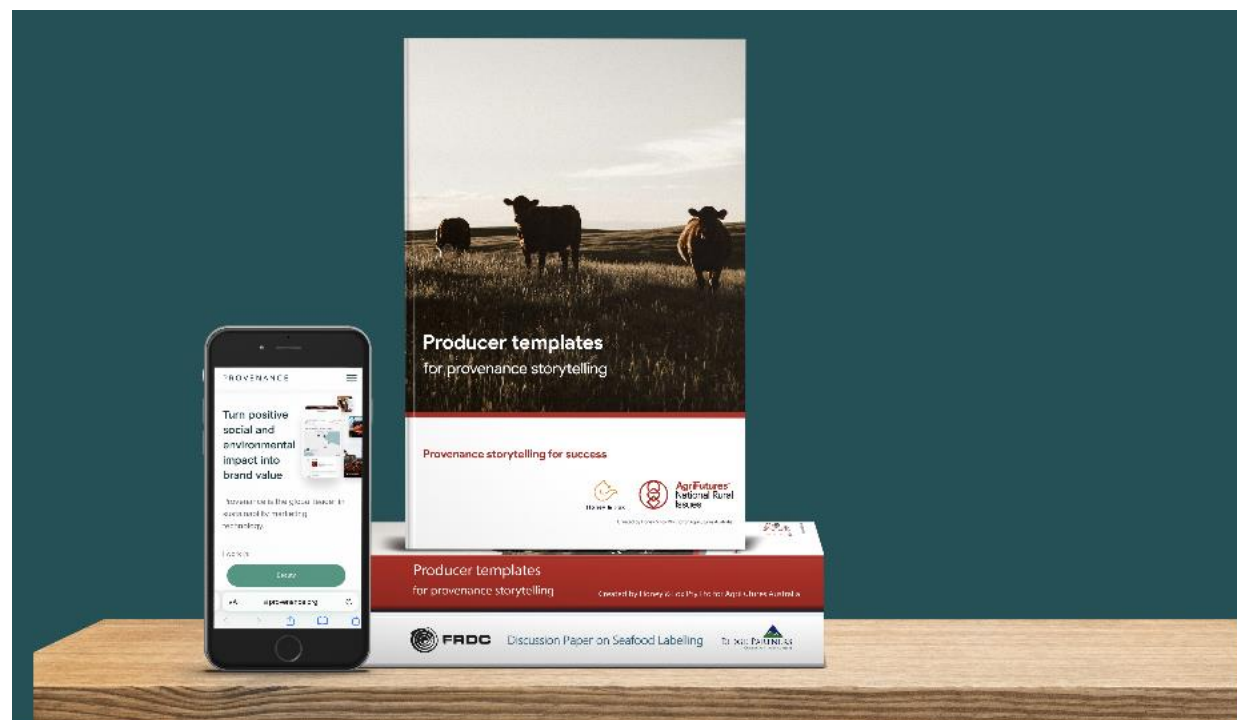




Honey & Fox

Traceability Resource Library

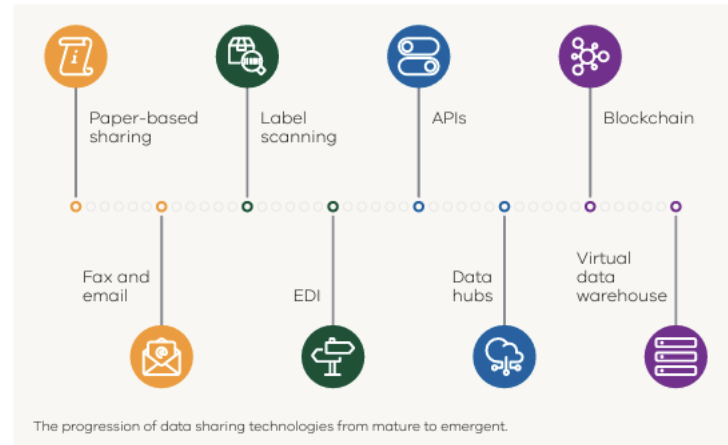
A curated set of resources (that can be added to) to support users who want/need more information and support.



Getting Started Guide

Can the data be shared easily?

Data sharing is the ability to share data with many applications or users. The way data is shared will be determined by the size and scale of the business. It will also depend on how much time and money the business is able to invest in a system and potential training.



DECISION TREE 1

Do you currently have a traceability system in your business?

If you are unsure whether you're using a traceability system, [start here](https://traceabilitytrees.onrender.com/).

<https://traceabilitytrees.onrender.com/>

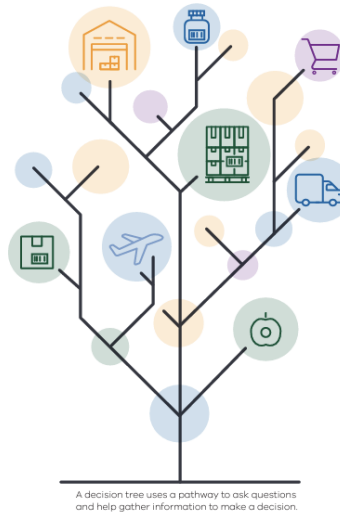
DECISION TREE 2

What traceability system is right for your business?

If you already have a traceability system, [start here](#).



Scan to view Decision trees



Where to from here?

This guide is a starting point for businesses in the agricultural supply chain to learn about traceability in their business. Following the guide may help when starting a conversation about traceability needs with a service provider.

Upon finishing, you will have a clearer idea about:

- what you want the traceability system to do
- how it needs to fit into your business operations
- the capabilities and resources you already have available
- your budget and
- expected return on investment.



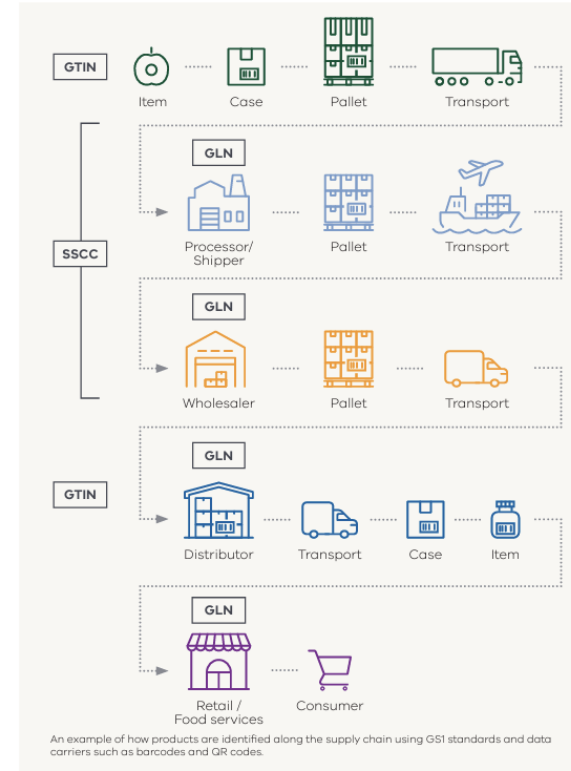
For more information visit the Agriculture Victoria Traceability Information Hub: agriculture.vic.gov.au/traceability

How can products be identified along the supply chain?

Products can be physically identified using a data carrier such as a barcode or QR code.

The example below shows how GS1 standards are identified along the supply chain using:

- Global Location Number (GLN) to identify a business' location.
- Global Trade Item Number (GTIN) to identify a product.
- Serial Shipping Container Code (SSCC) to identify transit information.



Getting Started Guide



Introduction to the quick start guide

Traceability systems can offer many benefits. The system you choose must connect along the supply chain and grow with the business.



Step 1: Decide where to start

Which of the key drivers of traceability are important to your business?



Step 2: Decide what to trace

What will you trace and how will it be identified?



Step 3: Decide how and where to collect data

How will information be collected and recorded? What information needs to be shared about your product?



Step 4: Decide how to share the data

Data sharing is the ability to share data with many applications or users. What data will you share and can it be shared easily?



Step 5: Create a business case

Why is traceability important to your business?

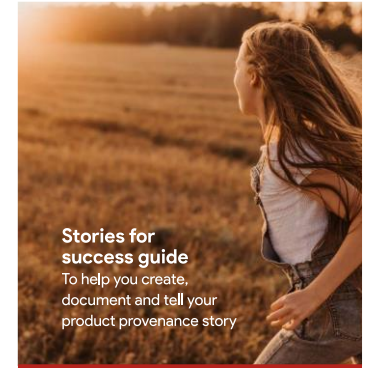




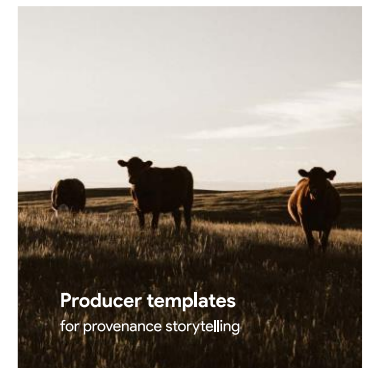
Provenance Storytelling and Authenticity Technologies for Producers and Agribusinesses



Provenance storytelling for success
February 2020

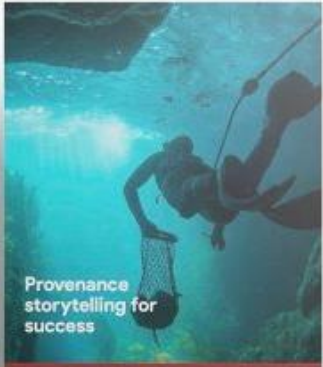


Provenance storytelling for success
February 2020



Provenance storytelling for success
February 2020





Provenance
storytelling for
success

Case Study 1: Candy Abalone
February 2020

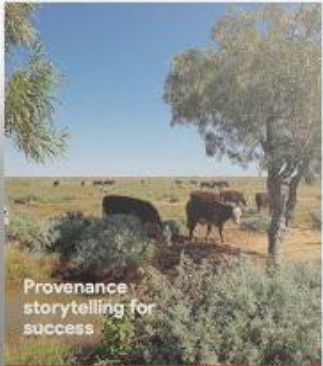


Case Study 6: Tasmanian Truffles
February 2020



Provenance
storytelling for
success

Case Study 4: Australian Wool Network
February 2020



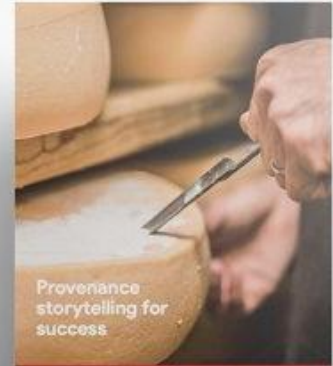
Provenance
storytelling for
success

Case Study 3: OBE Organic
February 2020



Provenance
storytelling for
success

Case Study 2: Pure Gold Pineapples
February 2020



Provenance
storytelling for
success

Case Study 5: Paris Creek Farms
February 2020



Summary



Industry sector
Seafood



Business size
Micro Business
(1-4 employees)



Customers
Asian tourists and locals
Asian seafood buyers
Chefs, Food and Beverage

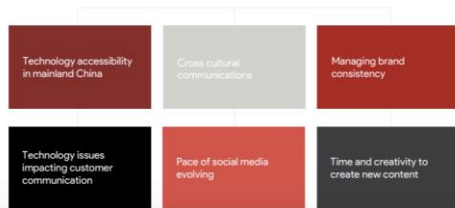


Key markets
Primary:
Hong Kong, China
Singapore, Macau
Secondary/emerging:
Malaysia, Korea, Canada,
USA, Australia

Platforms used to tell their story



Challenges



6

Business goals

Candy Abalone began their business seven years ago, selling their products wholesale to China, supplying large Government banquets and the gift giving market through importers and distributors.

Around 2013-14 they felt the impact of a dramatic change in their market, one that completely changed their business. Xi Jinping launched his campaign against corruption in China, over the following years this heavily impacted the Australian abalone industry, and Candy Abalone had to change strategy.

Opportunities were now in the domestic market, in particular visiting and local Asian tourists. They understood that in order to connect with their customers and communicate the value of their product, they needed to define their provenance story and the right platforms to reach their international and domestic customers.

People wanted to know the story behind their product. They wanted to know the source, the art and skill in how their product is caught, and how it's prepared.

The Candy Abalone Directors wanted to share their passion for the ocean, and the way they hand-select and prepare their abalone. This story about dried abalone hadn't been told by the industry before, they wanted to share it with the world and secure their futures.

"We targeted an increase in tourism customer traffic and sales conversions in Australia, while growing our export markets. We needed to increase awareness of our brand and what it stands for, and build a connection with our customers"

- Mike Vecchione, Director Candy Abalone



Build relationships and trust with our customers



Increase in sales



Educate consumers to value products, how it is produced and where it comes from.



Differentiate product from the competition



Support market strategy/positioning



Support expansion to new markets

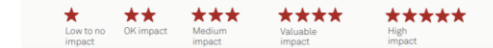
Summary

Impact against business goals

Candy Abalone have assessed the impact of telling their provenance story against their business goals. In particular they have found the impact of telling their provenance story has set them apart from their competitors by

differentiating their product range in the market. They have done this by educating their customers and supply chain about the value in how their products are harvested and produced, assisting them to achieve premium positioning and high prices.

Goal	Description	Impact (star rating 1-5)
	Educate consumers to value products, understand how it is produced and where it comes from	★★★★☆
	Increase sales	★★★☆☆
	Get higher prices	★★★★☆
	Support market strategy/positioning	★★★☆☆
	To differentiate the product from competitors	★★★★★
	Support expansion to new markets	★★★☆☆
	Grow market share	Not applicable
	Build relationships and trust	★★★★☆



7

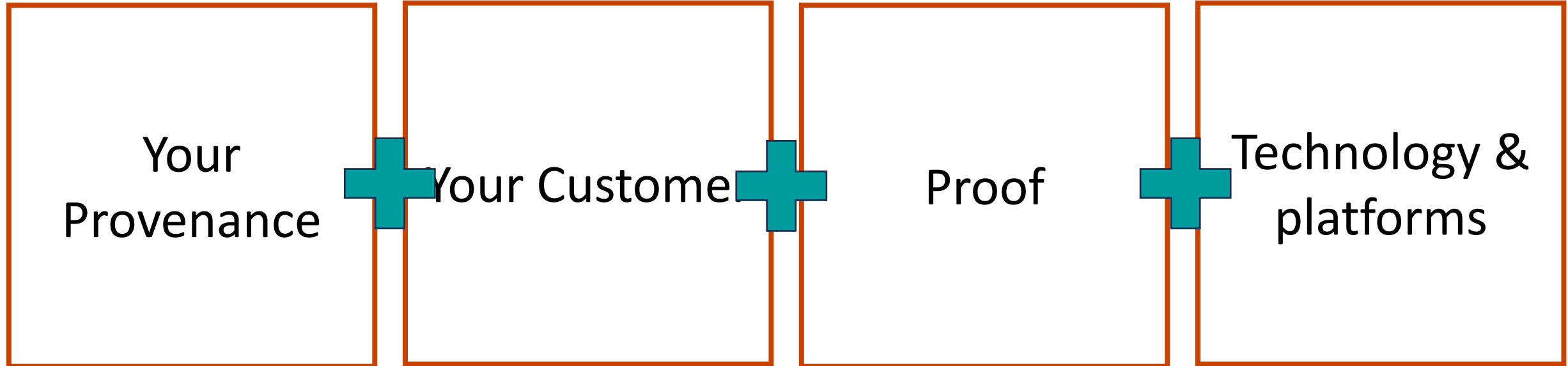
18



Introducing the Provenance Powered Marketing™ Course

www.myfoodbusiness.com

Provenance Powered Marketing™ System





Thank You

Jayne@honeyandfox.com.au

www.honeyandfox.com.au

www.myfoodbusiness.com.au