FOOD

safe – available – affordable

a human right
Food
EVERYTHING BUT SIMPLE
simple outside
simple inside
simple outside
complex inside
A smartphone is more complex than an egg.

But can your smartphone also turn into something like this?
Food looks simple – but it is probably the most complex system we have to deal with.

A good start:
Respect the miracle of nature.
Respect the miracle of life.
Given the high complexity, what remains for most of us is:

We have to trust the Food Chain.

How this trust can be built and maintained?
<table>
<thead>
<tr>
<th>FoodTrustChain</th>
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<tr>
<td><strong>Consumer</strong></td>
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<td><strong>Retail</strong></td>
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<td><strong>Wholesale &amp; Logistics</strong></td>
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<td><strong>Processing</strong></td>
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**Actions**

**Expectations**
There is no other product where so many things can go wrong.

Taking food issues serious is not an option – it’s a duty.