

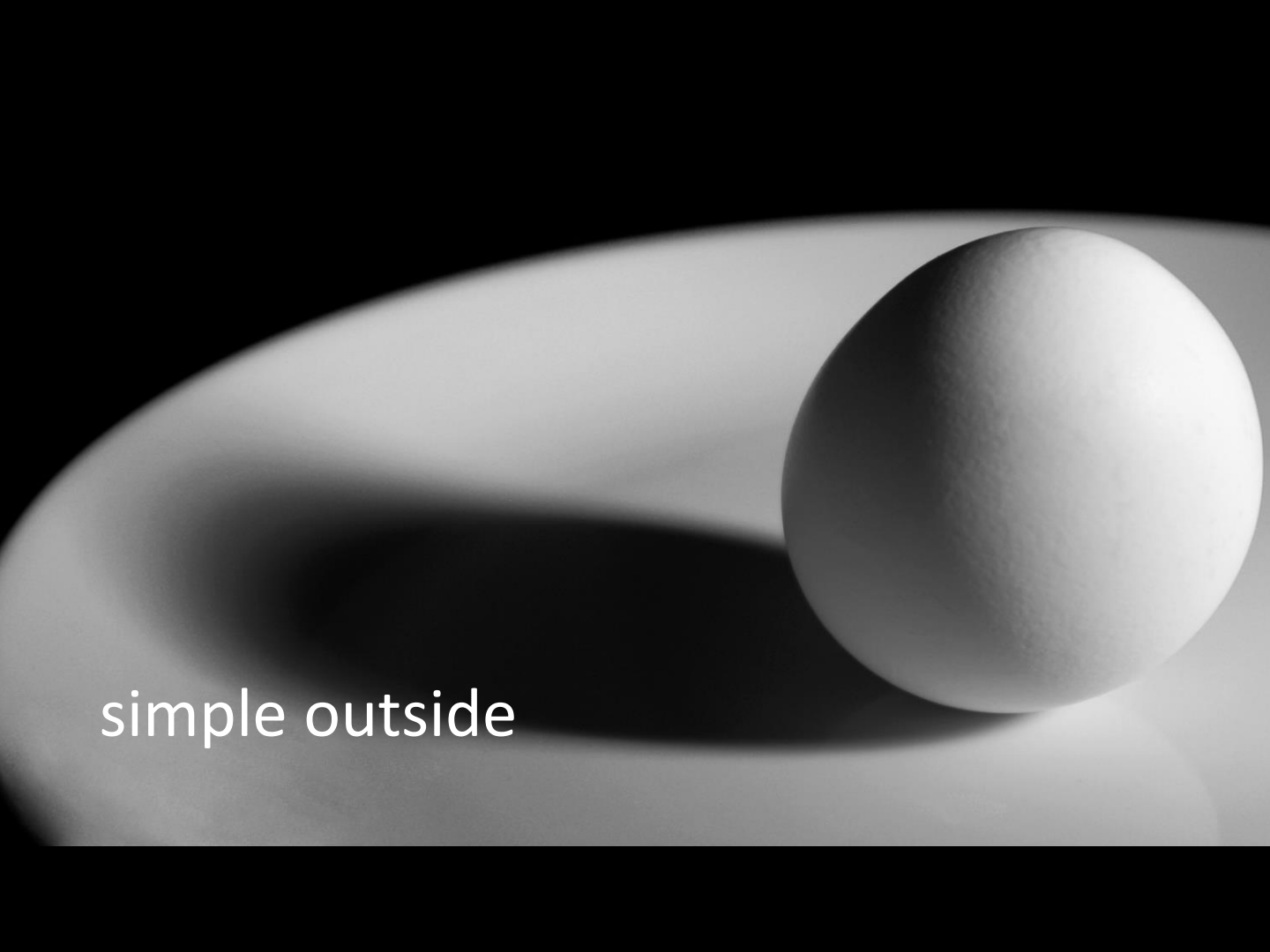
FOOD

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?

Food Trust Chain



	 Consumer	 Retail	 Wholesale & Logistics	 Processing	 Primary Production
Expectations					
Activities					

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

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



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