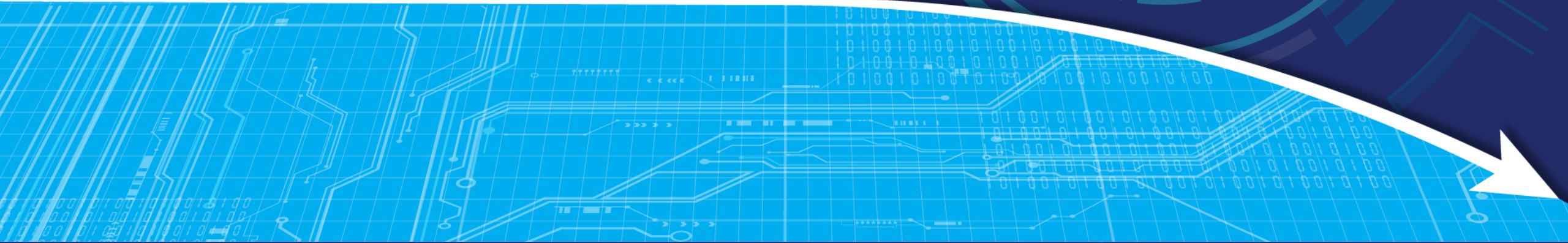


Actions Speak Loudest

The Battle for Trust a New Era of Smarter Food Safety



@FrankYiannasFDA



In Common?

GLOBAL
ECONOMIC
OUTLOOK

Inflation

Political Scandals

f



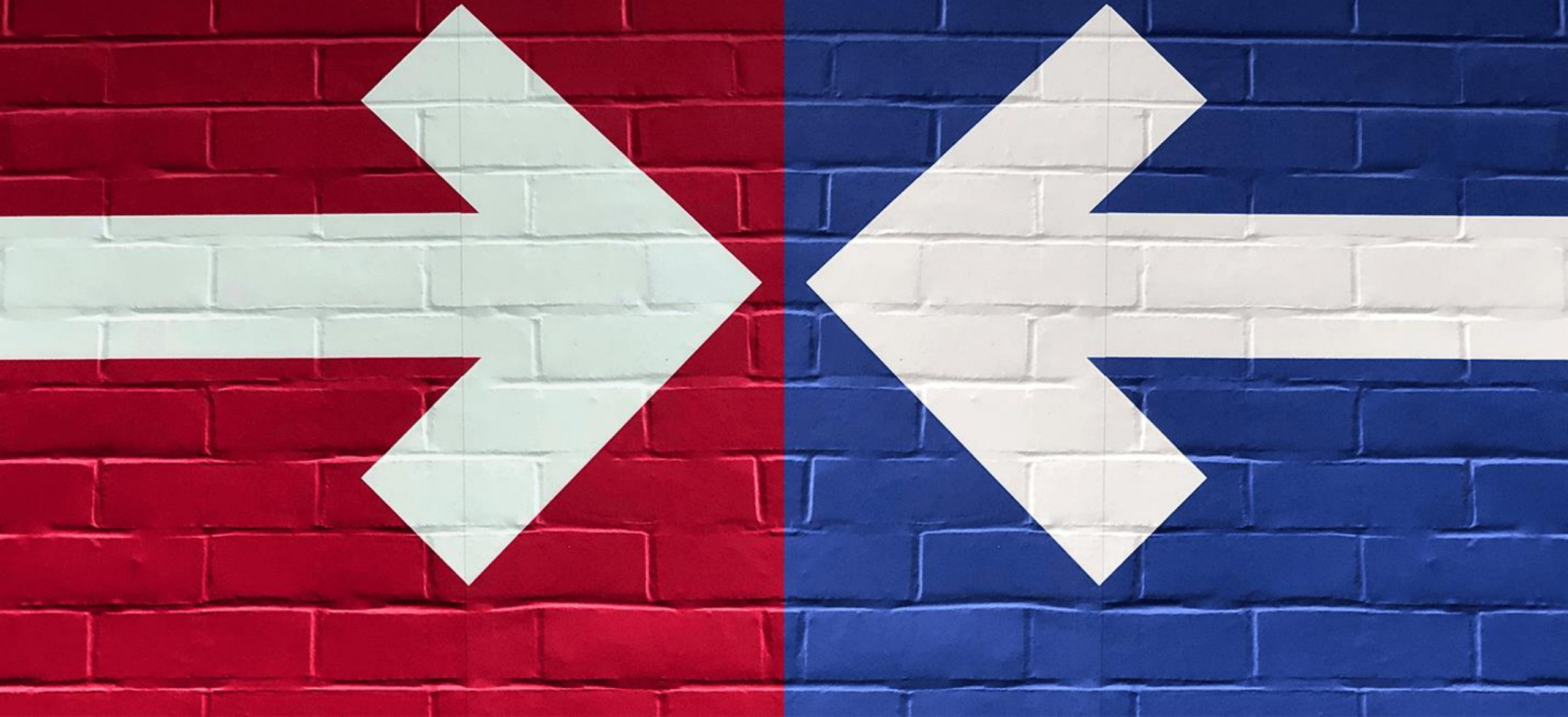
truth



A black and white photograph showing a hand on the left holding a thin needle, poised to pierce a globe on the right. The globe is textured and appears to be made of a brittle material. The text 'consumer trust bust' is overlaid in blue on the right side of the globe.

**consumer
trust bust**

Increased Polarization



food used to unite us





Hope in Science

A Modern Approach for Modern Times



People-Led * FSMA-Based * Technology-Enabled

Proposed Food Traceability Rule



Tech-Enabled Traceability

Key Data Elements (KDEs)



Farmer



Packing House

Critical Tracking Events (CTEs)



Distribution Center



Consumer



Store

Transparency



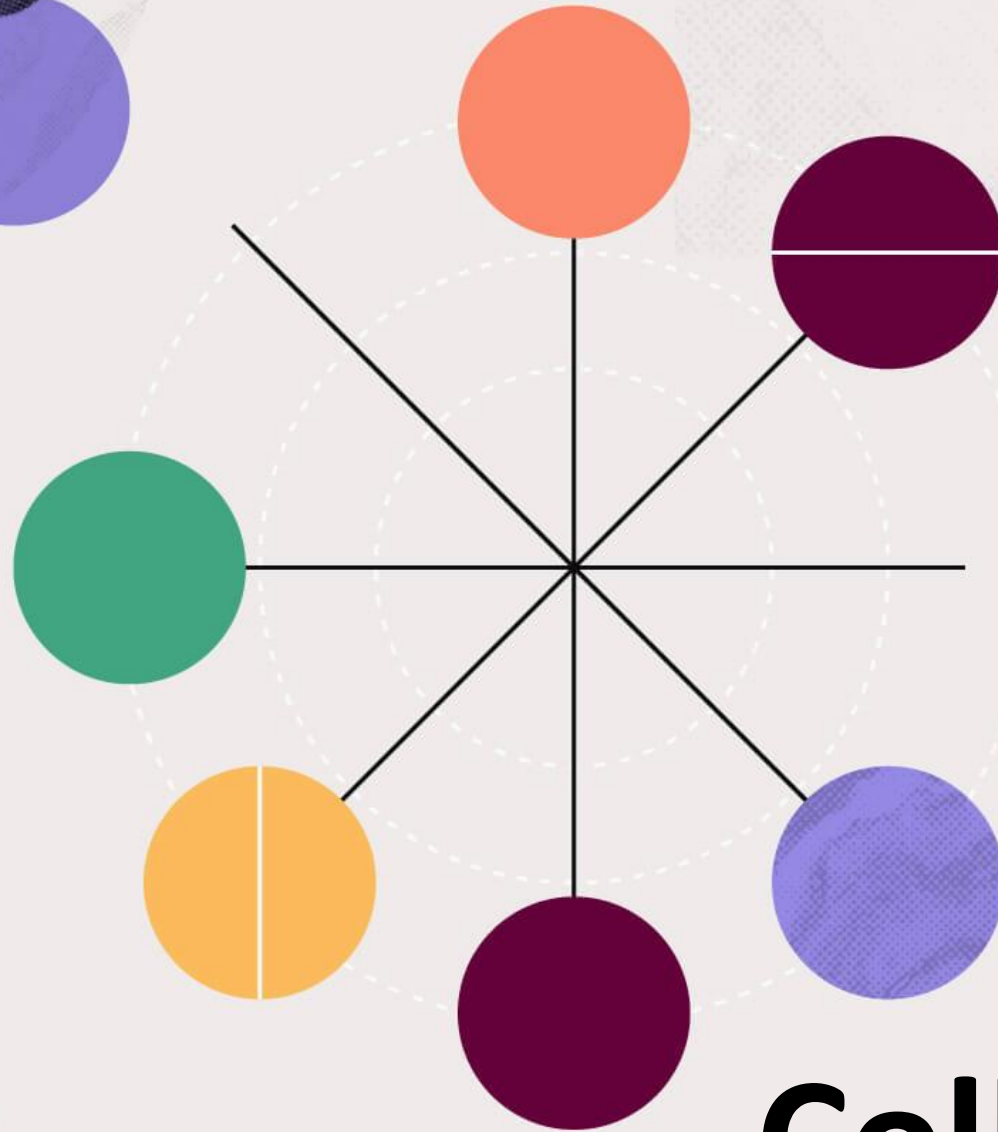
Anonymity





Data

Trust



**Data
Sharing**

Collaboration

Never before in history has the responsibility to provide safe, available, and sustainable food to so many rested on the shoulders of so few.

