



Representing the Makers of the World's Favorite Food, Beverage and Consumer Products

Meeting the Needs to Today's Consumers through Greater Transparency

Jim Flannery

Grocery Manufacturers Association



The Association of Food, Beverage and Consumer **Product Companies**

Based Washington, D.C., the Grocery **Manufacturers** Association is the voice of more than 250 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe.

































Georgia-Pacific













SAFEWAY ()















































Deloitte.















MONSANTO













Associate Members















The Purpose of Our Initiative

Responding to the information needs of today's consumer, the Information Transparency Initiative will enable brand owners to provide consumers the detailed information they seek about the food, beverage and consumer products they use and/or consume.

A consistent, digital format will be used to provide clear, accurate and easily accessible information via "Search" or "Mobile Scanning".



A collaborative effort from 90+ Companies

1WS	FCPC	Kwikee	Seventh Gen.	
Abbott	Ferrero	Land O'Lakes	ShopWell	
ACC	Firmenich	L'Oreal	Snet	
Accenture	FMI	Mars	Stibo	
ACI	FONA	McCormick	Sun Products	
Action Co (The)	GenMills	Meijer	Sunny D	
Ahold	Geo Pac	Mondelez	Sustainability Consortium	
Amazon.com	Givaudan	Monsanto	Symbology	
Amway Corporation	GMA	Nestle	Syngenta	
Arylessence	Gravity Tank	Ocean Spray Cranberries	Target	
Big Heart Pet Brands	GS1	P&G	Tate&Lyle	
Bimbo	Harris Teeter	PCPC	Торсо	
Bum.Bee	Hershey	PepsiCo	Trace1	
Campbells	Hormel	Pharmavite	TraceOne	
Cargill	House-Autry Mills, Inc.	Pheonix Brnds	TROY Group	
Clorox	Idahoan	Post	Tyson Foods	
Coke	IFF	RB	U.Labs	
Colgate	IFRA	Reily Fds	Unilever	
ConAgra	JMSmucker	Revion	Wakefern	
CSPA	Kellogg	RILA	Walgreens	
Deloitte	Kraft	RQA	Walmart	
DuPont	Kroger	SCJ	WhiteWave	
ES3			Wrigley	

The Project was Organized Around Four Working Groups

Food Data Attributes	PCHP Data Attributes	Consumer Experience	Data Management
Co-Chairs Ahold General Mills PepsiCo, Unilever	<u>Co-Chairs</u> L'Oreal P&G	Co-Chairs Clorox Coca Cola Hershey's Wakefern	Co-Chairs ConAgra Kraft Kroger Nestle Topco
 •115+ person Food Attribute work group •Regulatory Expertise •Consumer Expertise •Clearly defined tasks •Clearly defined deliverables 	•65+ person Non-Food Attribute work group •Regulatory Expertise •Consumer Expertise •Clearly defined tasks •Clearly defined deliverables	•65+ person work group •Consumer Expertise •Regulatory Expertise •Clearly defined tasks •Clearly defined deliverables •Set expectations	•95+ person work group •Data Management Expertise •E-Commerce Expertise •Clearly defined tasks •Clearly defined deliverables •Set expectations

Facilitator: Deloitte Facilitator: Deloitte Facilitator: gravitytank Facilitator: Accenture

325 People from 90 Companies / Organizations





How it Works



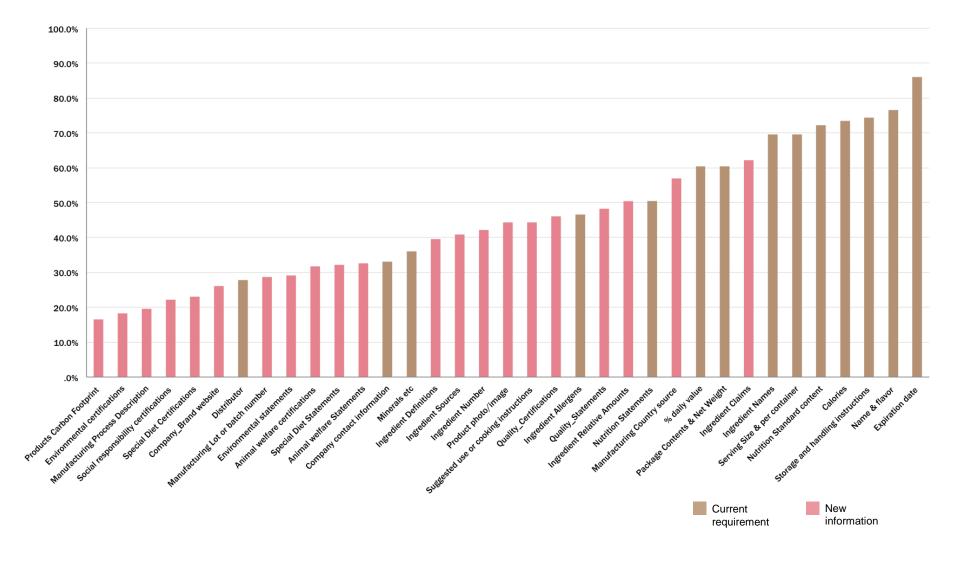
- Credible
- Trustworthy
- Memorable
- Motivates

That "attribute" is stored and maintained in ONE PLACE

ONE PLACE can feed identified recipients including the ITI Landing Page

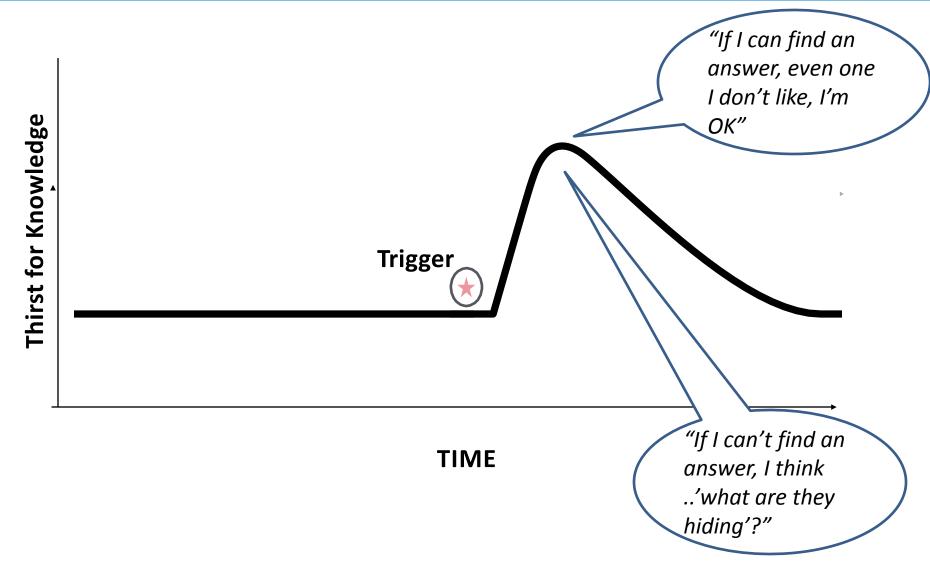
The vast majority of data consumers want we already provide

"MUST INCLUDE" Information





A Responsive Platform



Can we be...... Credible, Trustworthy, Memorable, Motivational?











FOUNDATION-Attributes



Ingredients

Allergens

Nutrition Social Responsibility

Sustainability

Over 350 unduplicated Gen. 1 attributes

Food attributes: 52 required, 189 voluntary

Non-Food attributes: 51 required, 57 voluntary

Pet Care attributes: 28 required, 91 voluntary



ESSENCE – The Landing Page





ESSENCE – The Landing Page



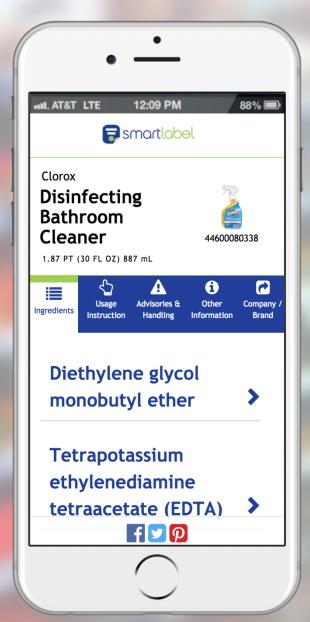
- Maintains a dashboard of information to give consumers info right away without requiring more clicks
- Shows a complete data set under each tab heading
- Easy and fast to navigate from one section to another with tabs across the top

Five Food Tabs

- Nutrition
- Ingredients
- Allergens
- Other Information
- Company / Brand



ESSENCE – The Landing Page



- Maintains a dashboard of information to give consumers info right away without requiring more clicks
- Shows a complete data set under each tab heading
- Easy and fast to navigate from one section to another with tabs across the top

Five Non-Food Tabs

- Ingredients
- Usage instructions
- Advisories & Handling
- Other Information
- Company / Brand



ESSENCE – The Landing Page

Nutrition

Ingredients

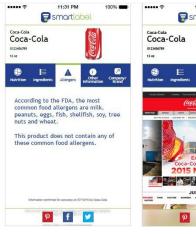
Allergens

Company Information





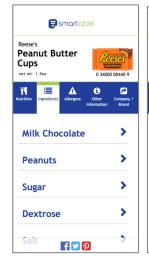


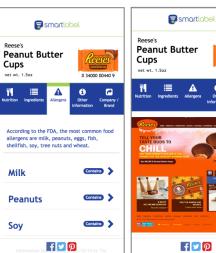






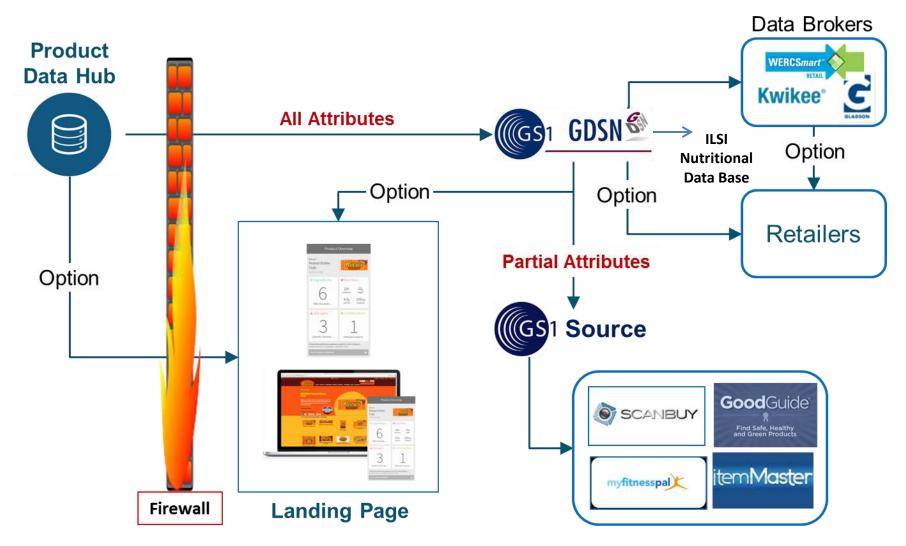






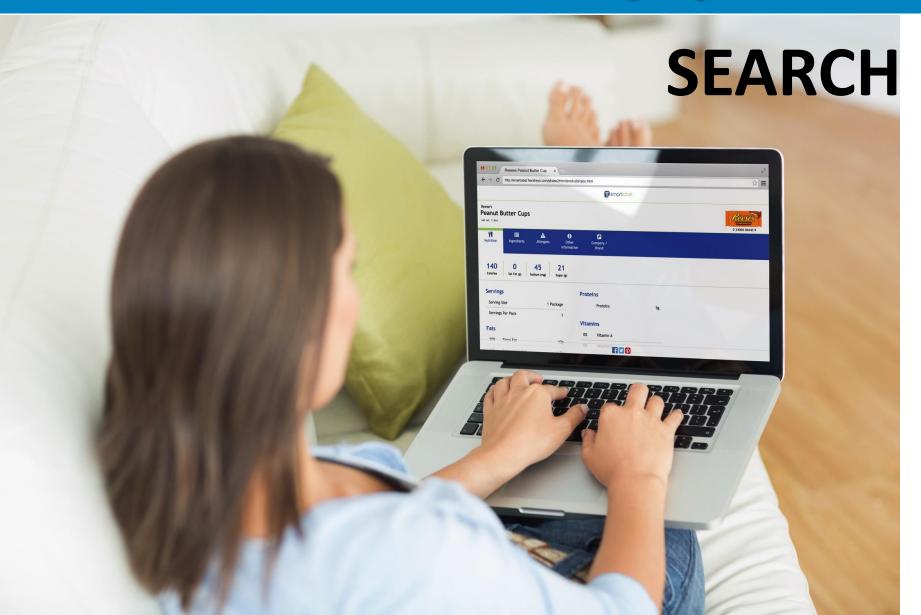


ENGINE- Global Data Synchronization Network



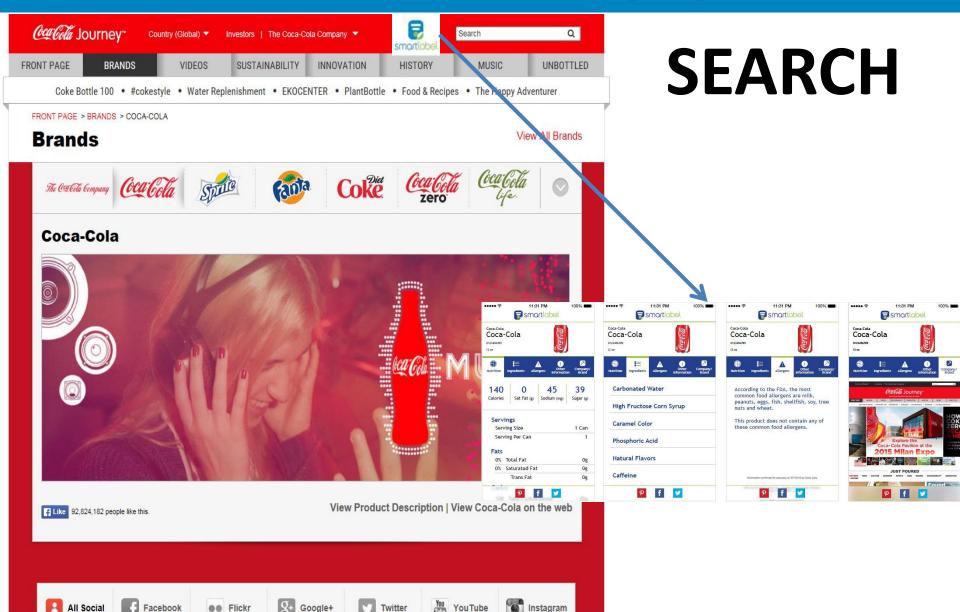


ENGINE- Consumer Path to Landing Page via a Brand



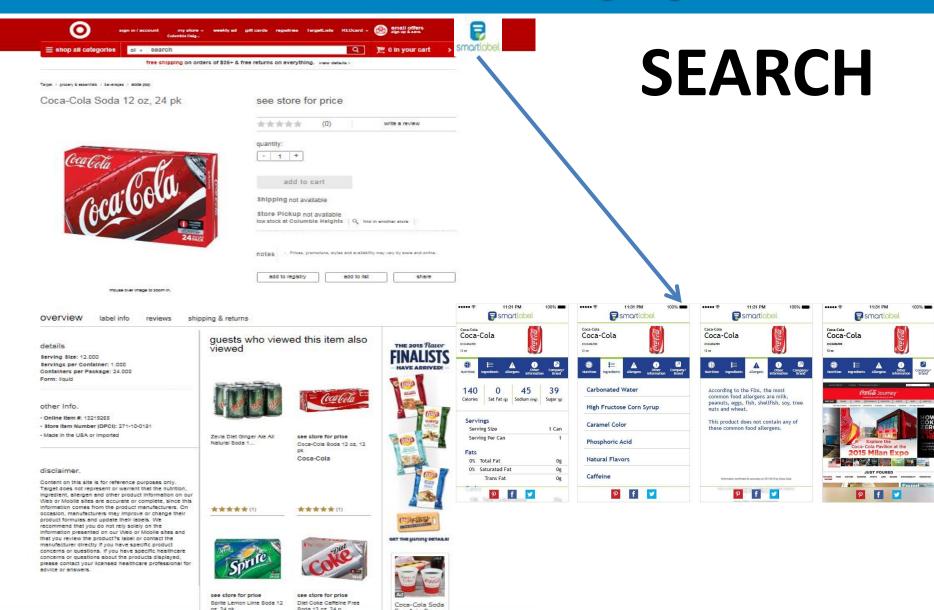


ENGINE- Consumer Path to Landing Page via a Brand





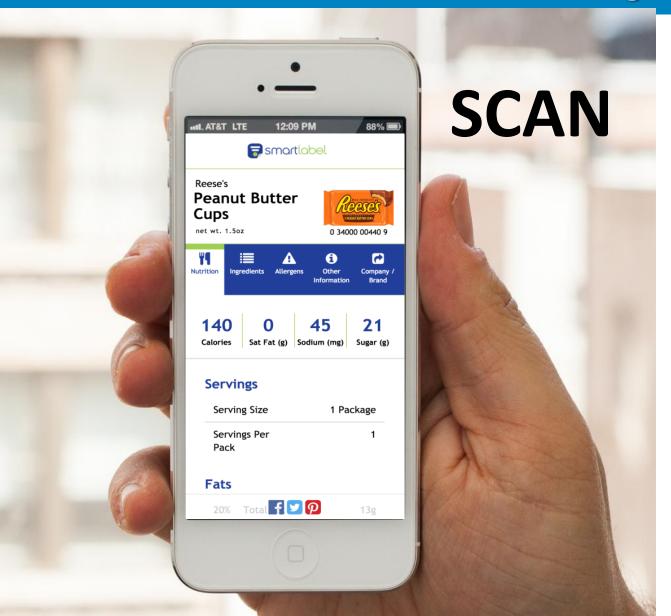
ENGINE- Consumer Path to Landing Page via a Retailer



Fountain Pap.



ENGINE- Consumer Path to Landing Page





ENGINE- Consumer Path to Landing Page

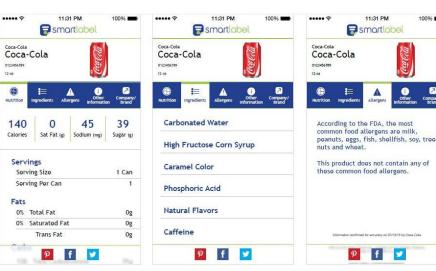




ENGINE- Consumer Path to Landing Page

Via a Certified APP or

Retailing Web Site



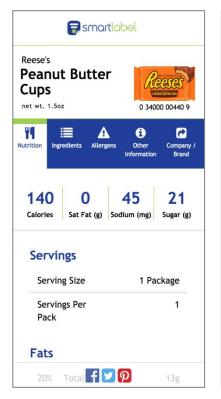


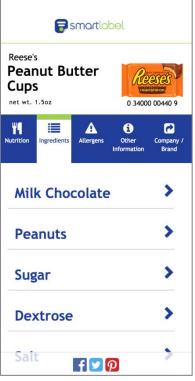




ENGINE- Hosting the Landing Page

- BUILD
- OUTSOURCE
- PLUG & PLAY









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Consumer Information Transparency Initiative



(Consumer Facing Name)

Background and Implementation Guide

Gen. 1- issue date 9/4/15

- Implementation
 Guide &
 Resources
 available
- Participating items purchase SmartLabel™ Trademark License
- Go-to-Market

www.smartlabel.org





Welcome to SmartLabel™

SmartLabel™ was created to meet the consumers' desire for more information about the products they use and consume. Consumers will be able to search or scan for detailed and consistent information about nutrition, ingredients, allergens, product usage, advisories, and brand information.

SmartLabel^{$^{\text{TM}}$} and this website are still under development and more will become available to shoppers toward the second half of 2016.

If you are a consumer and have questions or comments, please contact feedback@smartlabel.org.

If you are a brand owner and would like additional information, please contact brands@smartlabel.org.

SmartLabel.org website up and running

CONSUMERS will be able to access a searchable database of participating SmartLabel™ items

BRANDS will be directed to a "Prospective Participant" site

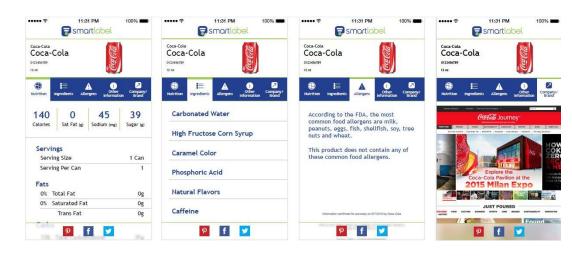




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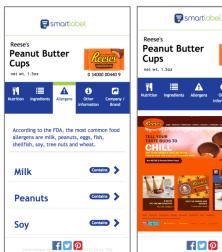
US Consumers are demanding TRANSPARENCY

It is inextricably linked with **TRUST**









QUESTIONS?

