

CRITICAL CHALLENGES IN FOOD & BEVERAGE LABELING

The survey, which polled approximately 182 professionals from global companies, uncovered the challenges Food & Beverage professionals face when it comes to barcode labeling in a global supply chain.

88%

report customer requirements impact labeling (75% of those customers are requiring labels adhere to barcode standards and 52% for data content).

The **volume & speed** at which food must be processed today puts tremendous pressure on often inadequate or outmoded methods of label creation.

There is a **lack of confidence** from F&B industry professionals concerning adequately meeting today's stringent customer and government requirements.

F&B customers can benefit from good labeling practices which enables traceability (ensures trustworthy product information and data quality).

420,000
people die each year from tainted foods.

GS1
74%

74% report labeling is influenced by GS1 standards. 60% are impacted by FSMA.

FSMA
60%

Reliable integration to enterprise applications provides efficient automation and streamlines the barcode labeling process.



40%

report mislabeling as having a negative financial impact to their organization.

79%

faced negative consequences for inadequately labeled or mislabeled products resulting in stopped shipments, fines and loss of business.

The World Health Organization published a report stating that **600 Million** people are struck with illness each year due to tainted foods.



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How Does Your Labeling Measure Up?

Download the benchmark survey report to get answers to these questions and more.

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