

## YOU ARE WHAT YOU EAT

Plants and animals all absorb the natural properties of their environment. They draw water and nutrients from the soil and rain. Through this process, all of the naturally occurring properties in the environment are infused into them. This phenomenon scientifically links plants and animals to their origin.

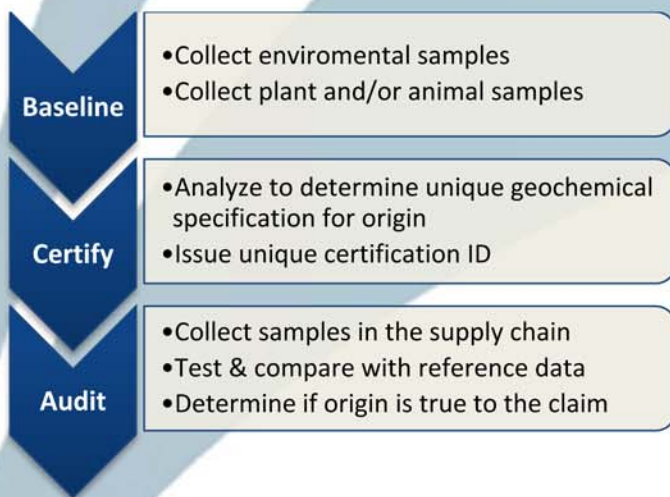
## KNOW WHERE FOOD TRULY COMES FROM

Consumers assign value to food origin and want to know with certainty where it comes from. Oritain uses the geochemistry of the environment to determine specifications for origin.

Data collection and storage are conducted to the highest forensic standards to ensure authenticity and preservation of the scientific evidence.

## HOW ORITAIN CERTIFIES ORIGIN

Oritain collects baseline data, conducts a scientific analysis to certify the product and then audits the production process and supply chain to ensure origin claims remain true from the plantation to the cup.



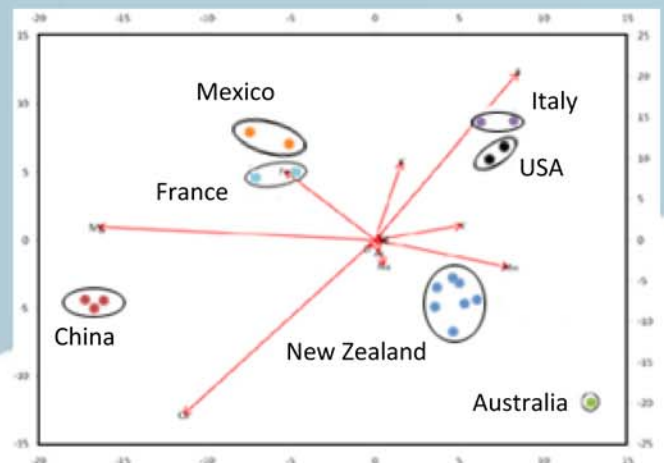
## PRODUCERS BENEFIT BY

- Lifting product value with a claim of origin based on scientific evidence
- Protecting their products from counterfeiters
- Auditing traceability systems to find and fix faults
- Being proactive and having the evidence in hand to prove that their product is true to origin
- Exonerating their supply when falsely accused of contamination, adulteration or blending

## A CASE STUDY: CERTIFIED ORIGIN OF HONEY

The Lindis Honey Company, Alpine Honey, Necta Klectaz and Company Bee, together with Oritain, have profiled the unique characteristics of thyme honey from Central Otago, New Zealand. These characteristics allow the honey producers to independently authenticate both floral type and geographical origin of their honey. Thyme honey samples from across the region have been collected, archived and analysed by Oritain.

The scientific data generated has enabled Oritain to establish an intelligent “honey map” that provides the participating growers with a point of difference for their thyme honey and enables them to identify their honey anywhere in the global food supply chain.



Oritain’s global reference data is used to discriminate authentic product samples. It is quite clear that the product samples cluster around origin. For example, if you had a product from Mexico that was being sold as a product from Australia (or even France), Oritain would be able to determine it was fraudulent very quickly by comparing the suspect sample to our reference data.

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