

EVERY FOOD PRODUCT HAS A SOURCE OF ORIGIN, A FARM OR RANCH WHERE THE FIRST SEED WAS PLANTED OR ANIMAL WAS BORN, AND THIS IS THE STORY WHERE FOOD COMES FROM® WANTS TO TELL.

Where Food Comes From® is a unique labeling program utilizing the authenticity of third-party source verification and the accessibility of Quick Response (QR) Code technology to connect consumers to the food they eat like never before.

CONSUMERS ARE DEMANDING INFORMATION

So many consumers are making critical decisions on what to feed their families every day, yet know very little about the food they consume. Because of this, we are presented with a unique opportunity to tell them more about their food through the Where Food Comes From® program.

Through the use of a Quick Response (QR) Code, Where Food Comes From® is able to provide consumers with instant information about where their food comes from and how it was raised or grown.



Every Where Food Comes From® label carries a unique QR Code that is easily scanned and read by any

Smart Phone and links to a customized mobile website dedicated to that food product. As a result, consumers are given immediate and unprecedented access to information about the people and processes behind their food.

FARMERS & RANCHERS HAVE A STORY WORTH TELLING

With less than 2% of our population directly involved in food production, consumers continue to be less connected to the food they eat. How is it produced? Where? By whom?

Through the use of third-party verification programs, Where Food Comes From® is able to help bridge this gap and accurately tell the story of the people and places behind the food we eat. This is not just another label on a package, it is reconnecting us with the food we feed our families every day.

EVERY MEAL HAS A Story



DISCOVER IT.™



Scan the QR code to learn more about the Where Food Comes From® program.



Get Started

TO BE ELIGIBLE FOR THE WHERE FOOD COMES FROM® PROGRAM, THE FOLLOWING MUST BE IN PLACE:

Your food product must be **source verified** by an accredited third-party back to the farm or ranch of origin.

The animal or plant must be **traceable** back to a list of approved farms and/or ranches.

The food processor(s) and all associated facilities must be **approved** Where Food Comes From® suppliers and **licensees** of the Where Food Comes From® program.

All Where Food Comes From® products must be **segregated correctly** throughout distribution chains in order to ensure the integrity of all product claims.

WHERE FOOD COMES FROM® PROGRAM BENEFITS

Each component in the Where Food Comes From® program includes a verification step, providing you and your customers the reassurance that a product's source of origin is accurate and authentic every step of the way.

WHY DOES A THIRD-PARTY MATTER TO MY CUSTOMER?

The program provides transparency of your production system to the consumer and allows Where Food Comes From®, as a third-party, to tell the story of all the things you do to source the very best products through a simple, interactive message.

Due to the third-party oversight feature of the Where Food Comes From® label, you can share your production story to the consumer with confidence. Our audits ensure you are meeting the necessary requirements to make the claims you want to make about your product, and the Where Food Comes From® label and QR Codes translate that story for you.

SCAN BELOW OR CONTACT US TO LEARN MORE!

877-325-WFCF

info@wherefoodcomesfrom.com



Scan the QR code to learn more about the Where Food Comes From® program.



CONSUMER FEEDBACK - *Retail*

94% INDICATED THEY ASSOCIATED A POSITIVE EMOTION/TRAIT WITH THE WHERE FOOD COMES FROM® LABEL

88% HAD MORE CONFIDENCE IN THE PRODUCT DUE TO THE WHERE FOOD COMES FROM® LABEL

SHOPPERS ATTRIBUTED THE FOLLOWING CHARACTERISTICS TO THE PRODUCT DUE TO THE WHERE FOOD COMES FROM® LABEL:

HIGHER QUALITY	SAFE
KNOWN SOURCE	HEALTHY
INFORMATION TRANSPARENCY	VERIFIED

Testimonials - PARTNERS

"Our adoption of the Where Food Comes From® standard is another example of Delmonico's leading the way. By providing our customers with an unprecedented level of transparency and connecting them to the source of the food they order, we offer them an additional layer of confidence that they are eating the finest beef available anywhere."

--Dennis Turcinovic, Delmonicos Steak House

"We take great pride in the specifications that go into the sourcing of our food products. We only accept the very best for our customers. The Where Food Comes From® labeling program helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn firsthand about where, how and by whom their food was raised."

--Tom Heinen, Heinen's Fine Foods



Scan the QR code to learn more about the Where Food Comes From® program.



what people are saying...