

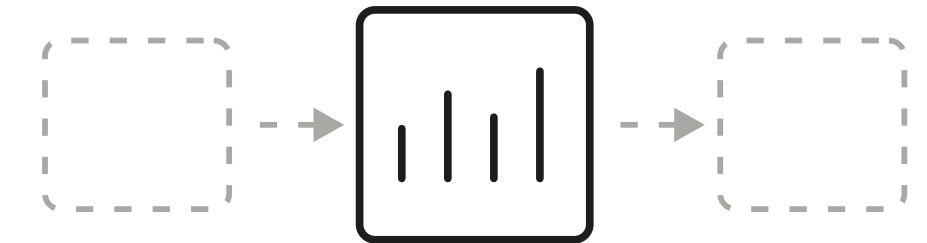


THE IMPORTER'S REALITY

| More questions. More proof. Same market.

Rob van Santen — Lansa Ingredients

DIGITALIZATION MUST NOT BECOME THE NEXT CHECKLIST



_____ A beautiful dashboard doesn't make bad information true.



THE PRODUCT TRAVELS. THE STORY GETS LOST.



Farmer

Processor

Importer

Customer



Build the truth once. Verify it properly. Use it many times.





INFORMATION MUST FLOW BOTH WAYS

Farmer

How can I improve?

Processor

What is coming?

Importer

Where is the risk?

Customer

What can I trust?



Same underlying reality. Different decisions.



FIND YOUR MARGIN IN THE DATA

Farmer

Yield → Productivity

Processor

Capacity → Efficiency

Importer

Duplication & risk → Time & cost

Investor

Uncertainty → Better decisions

Where is the inefficiency that better information can remove?



BY 2030, THIS SHOULDN'T NEED A SLIDE.

Trusted information travels with the product.

Everyone uses it to make better decisions.

Transparency is simply how we do business.