



ORITAIN

PROVING ORIGIN, PROTECTING REPUTATIONS

Origin Matters: Celebrating Hawaiian Coffee







A quick recap of the science





Oritain was founded in 2008 at the University of Otago by Dr Helen Darling and Professor Russell Frew, a world-leading expert in using analytical chemistry to trace the origin of products, and advisor to the UN.



World-Leading forensic scientists.



We partner with some of the **world's biggest and boldest brands** to support their ESG commitments, reduce the risk of fraud and unethical practices, and protect their reputations.







































Diverse clients, diverse industries, diverse people.



Offices in 5 countries with a 180+ staff. Partnering with **leading multinationals** providing our services in **20+ countries**.

A selection of our partners

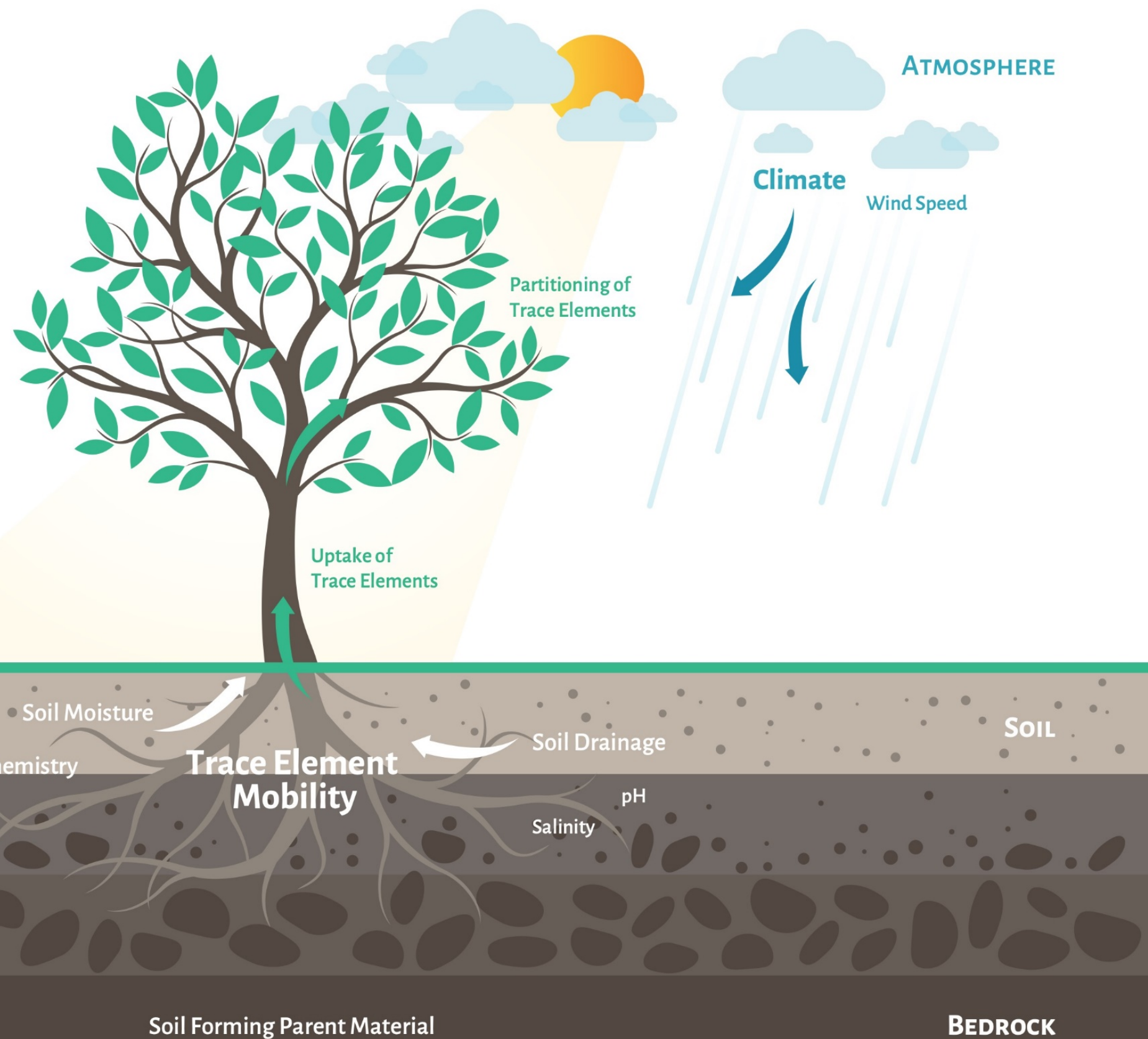
					
					
					
					
					
					





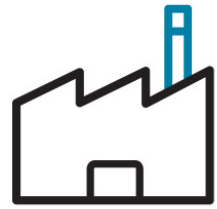
How Nature creates a unique fingerprint:

The product naturally absorbs different levels of chemical elements and isotopes. This gives the product its unique origin fingerprint.

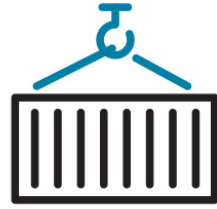




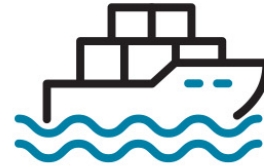
Farm



Processing Plant



Shipping



Foreign Port



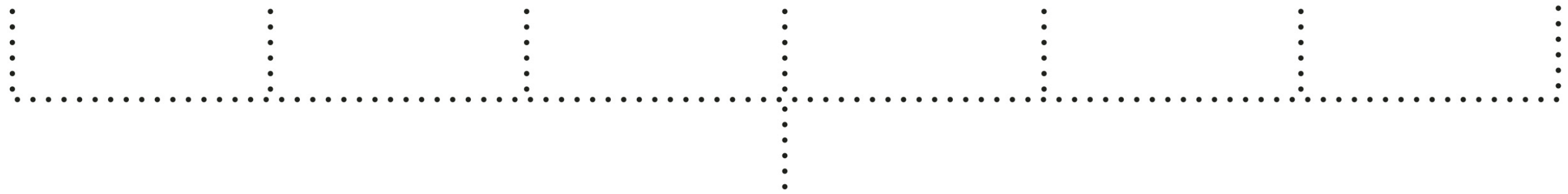
Distribution



Point of Sale



Consumer



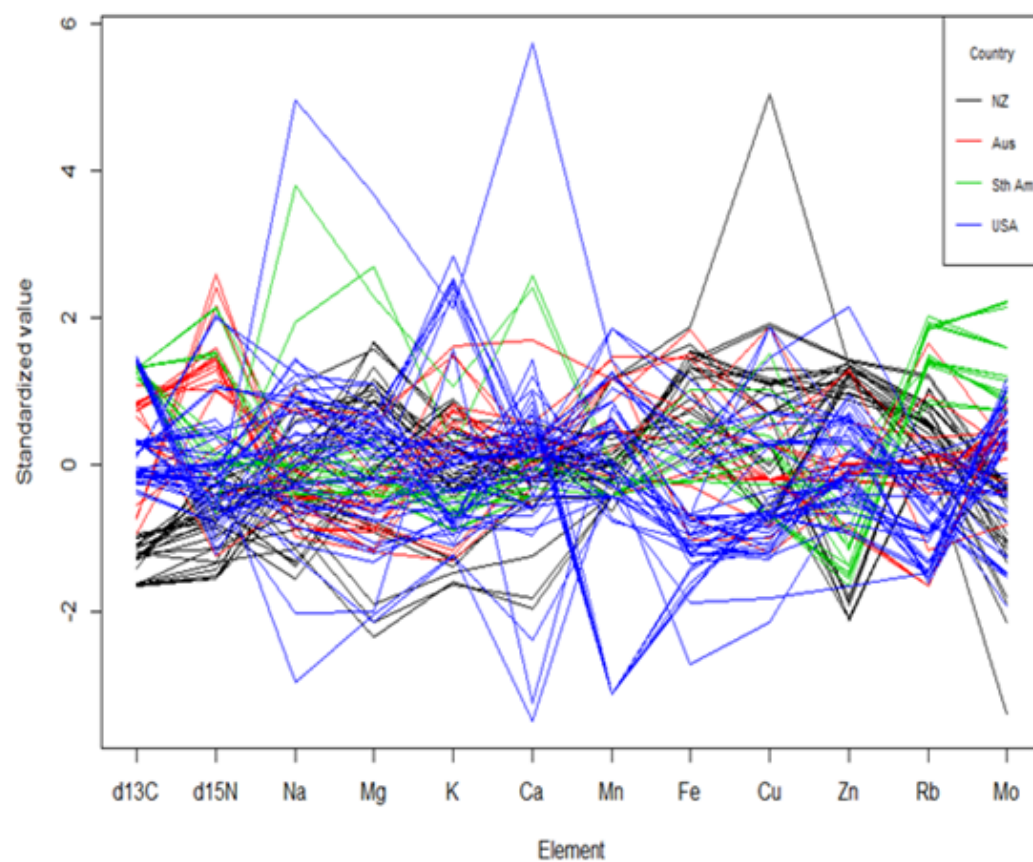
**We can test product
at any point in the
supply chain**



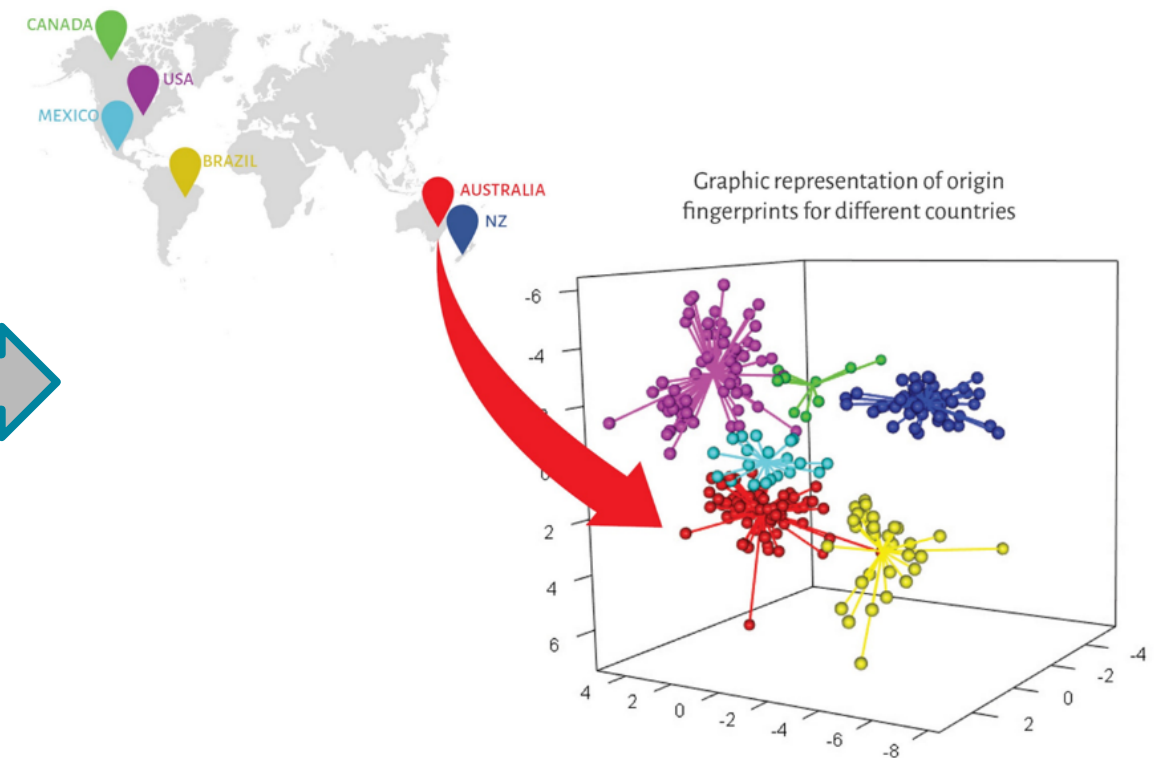
Origin Fingerprint

Oritain uses data science and statistics to interpret 1000's of sample/analyte data into something that can be comprehended.

We convert Raw Data from this



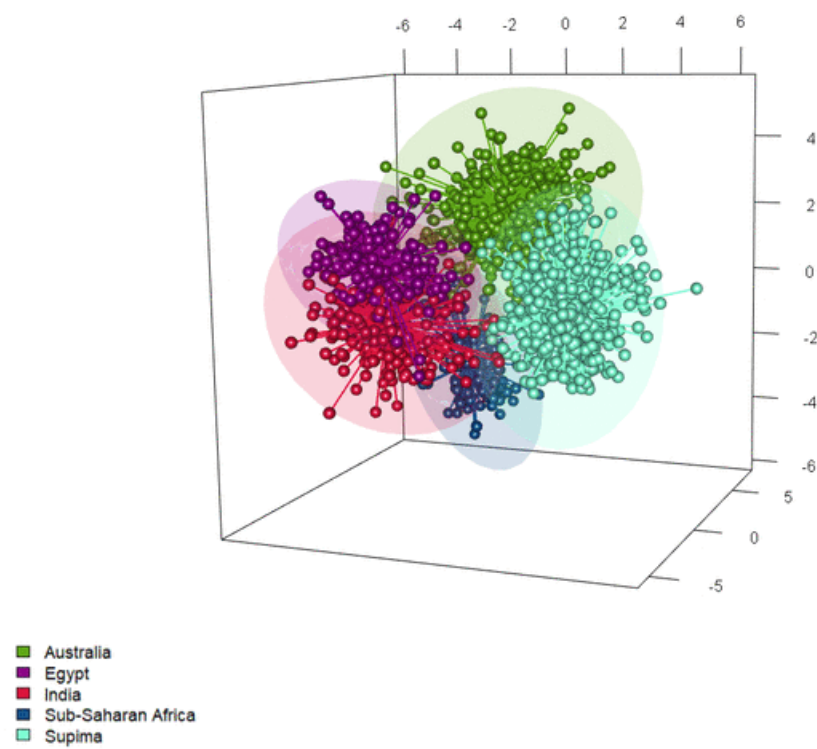
Into graphical representations such as this



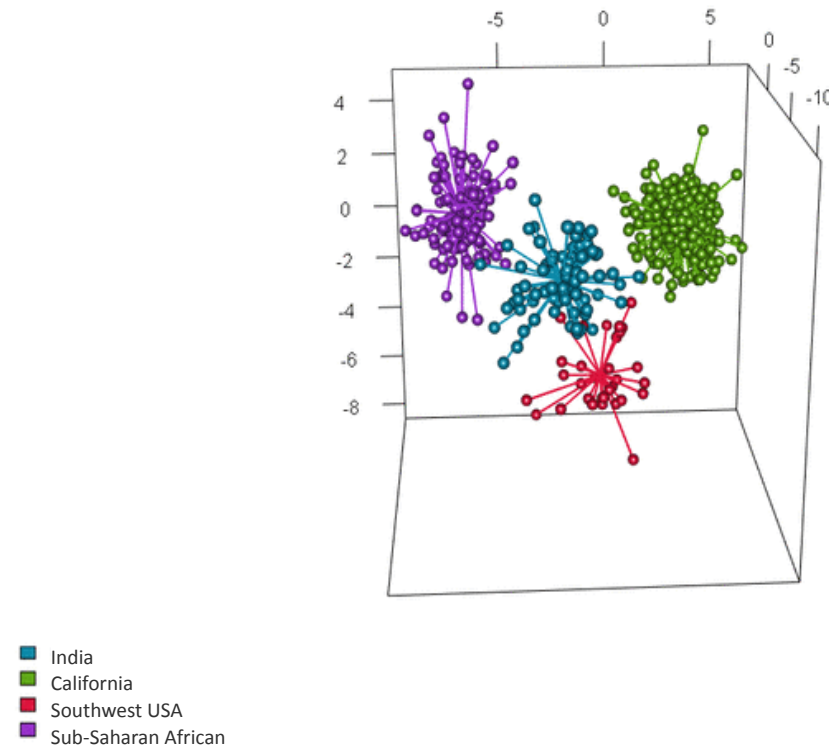
Resolution of the chemical fingerprint

The science can discriminate between properties with very close proximity if required

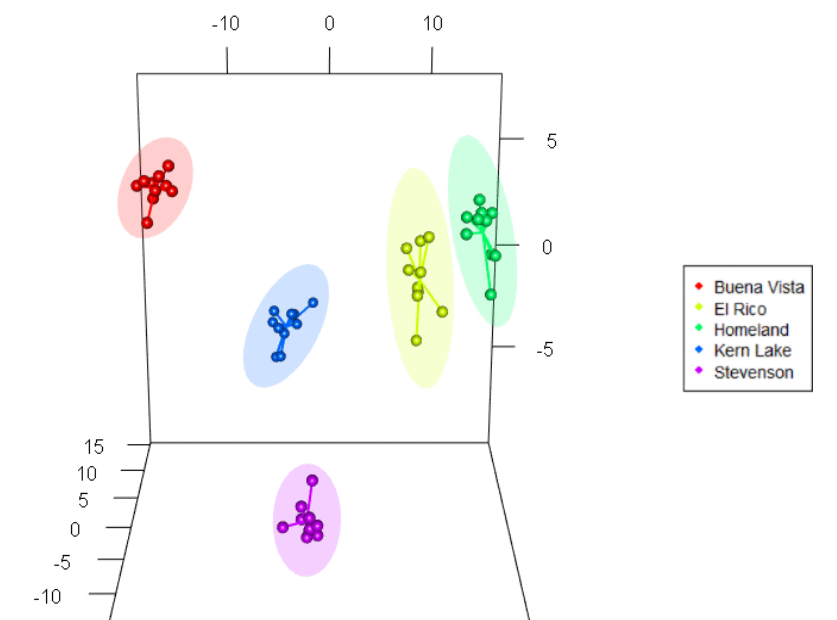
Resolution: Country

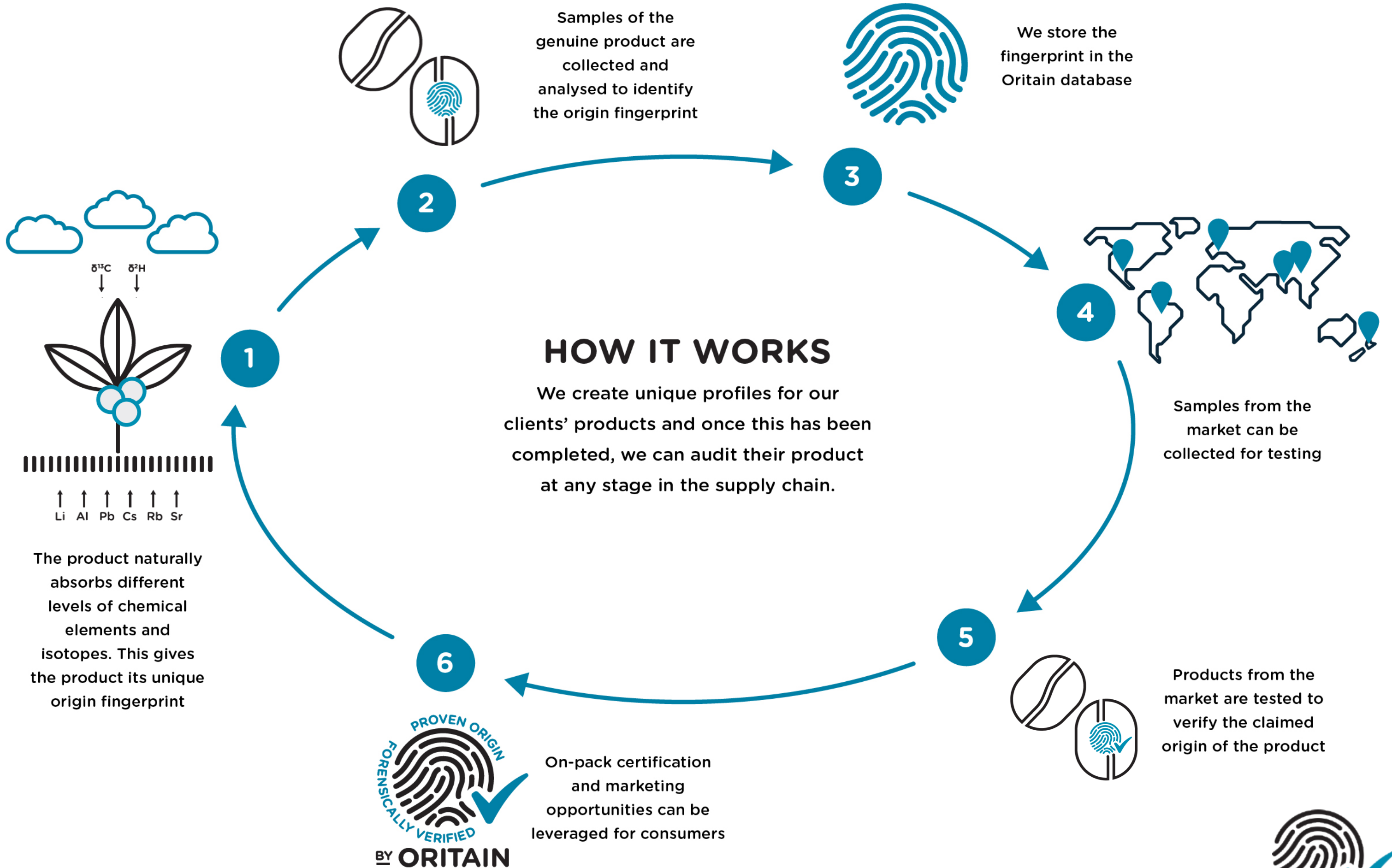


Resolution: Region



Resolution: Farm

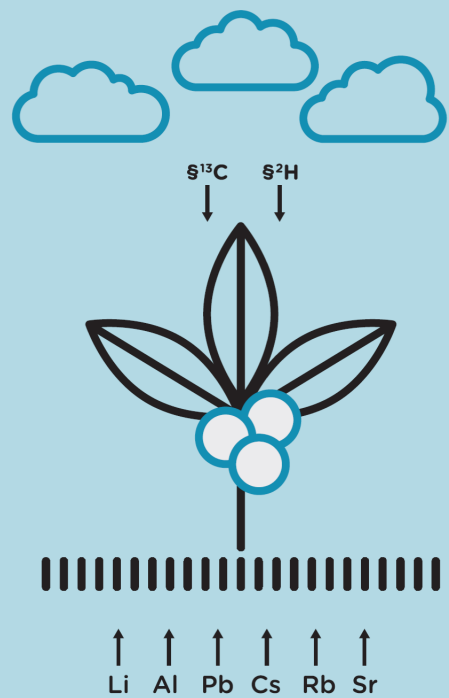




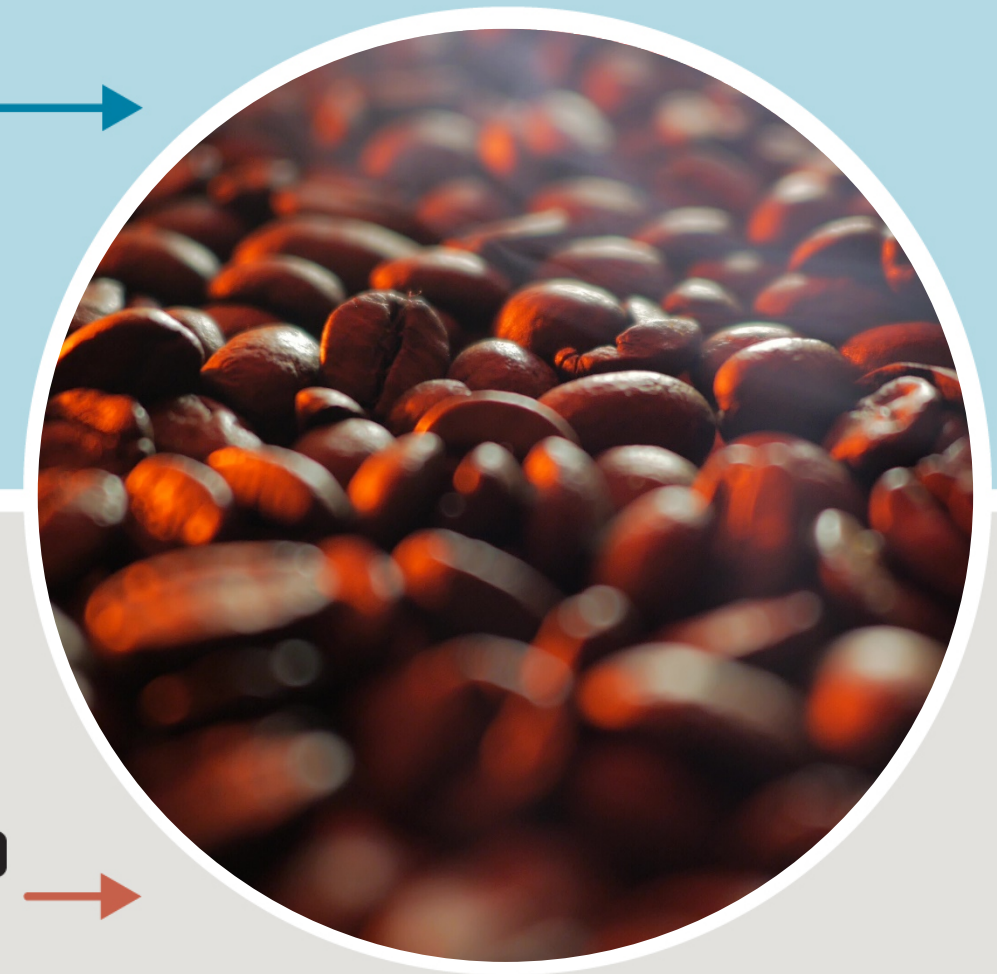
HOW IT WORKS

We create unique profiles for our clients' products and once this has been completed, we can audit their product at any stage in the supply chain.

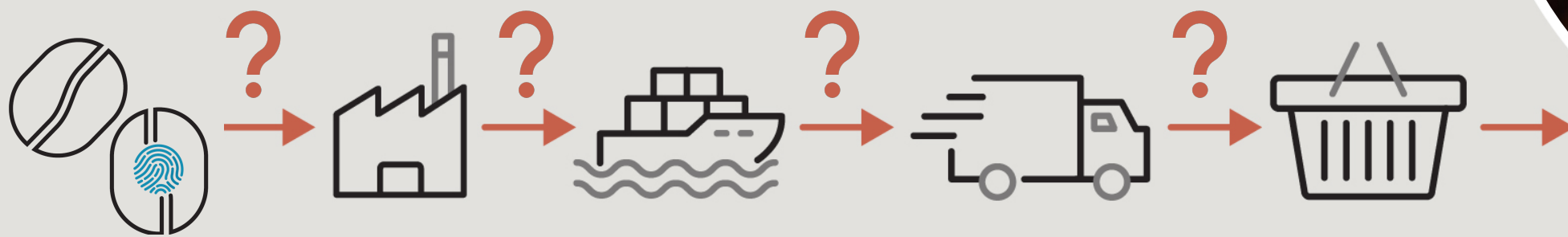
ORITAIN TRACEABILITY



Oritain measures the natural intrinsic properties of a product to verify where it has come from. The origin fingerprint of a product cannot be replicated. Oritain can test coffee at any point of the supply chain to ensure it is true to its claimed origin.



TRADITIONAL TRACEABILITY



Traditional traceability requires the product to have some form of paper/label based traceability systems. The accuracy of information is only as good as what's claimed on the label. Once these are removed or tampered with, traceability is lost.

**Hawaiian
coffee will
have its own
unique Origin
Fingerprint.**





Promote and Protect Hawaiian Coffee.





Why Origin Matters (today)





Solution to a problem ahead of its time.





Now **ESG** is the problem
everyone needs to solve.



”
“

**There is no
sustainability
without
traceability.**



Regulation and Legislation

- * UK Modern Slavery
- * Australia Modern Slavery Act
- * SEC investor due diligence requirement
- * EU Forced Labour Proposal
- * Canada Fighting Against Forced Labour
- * Child Labour in Supply Chains Act
- * EU Due Diligence Act



Investors

**Traceability
systems in place
mean that
Sustainability is
more than just
words.**





Consumers

**Saying is not enough.
We've got to prove origin.**



World-leading Partnership



Good food, Good life

ORGULHO EM FAZER PARTE

ORGULHO EM FAZER PARTE

produto...
CARBON NEUTRAL
CERTIFICADO

CarbonNeutral.com

INGREDIENTE
Café **NÃO CONTÉ**

CONSERVAÇÃO
Após aberto, melhor até 30 dias. Mantê-lo em local fresco e seco.

PRODUZIDO POR
Nestlé Brasil Ltda. Av. Zurita, 929 Araras - SP - CNPJ 60.409.075/0006-67. Indústria Brasileira.

VAMOS CONVERSAR?
Serviço Nestlé® ao consumidor 0800-7702411 | www.nestle.com.br NUTRITIONAL COMPASS®
*Marca Registrada de Société des Produits Nestlé S.A.
Válido Até/Lote indicados no fundo da lata.

7891000283660

produto...
CARBON NEUTRAL
CERTIFICADO

CarbonNeutral.com

encorpado com notas de frutas vermelhas.

ACIDEZ ●●●○○
DOÇURA ●●●○○
TORRA ●●●○○
CORPO ●●●○○

DESCARTE RESPONSÁVEL

Vamos **le**-duzir nossos resíduos?
Jogue essa embalagem no lixo reciclável!

1240/966 - 44251505

ORIGEM CIENTIFICAMENTE COMPROVADA BY ORITAIN

BSCA CAFÉS ESPECIAIS DO BRASIL

NESCAFÉ
ORIGENS do Brasil

café especial 100% arábica

SÃO SEBASTIÃO DO PARAÍSO

Minas Gerais

CAFÉ TORRADO E MOÍDO PARA COAR

EQUILIBRADO TORRA MÉDIA

250g

A cada produto vendido, uma árvore é plantada

CAFÉ CARBONO NEUTRO

BSCA 80/84 POINTS Quality Certified

Descubra de onde vem o seu café!

RESPEITO AO FUTURO DO CAFÉ E SEUS PRODUTORES

35 FAMÍLIAS produtoras de Nescafé® Origens do Brasil

100% das fazendas têm práticas **REGENERATIVAS**

Regeneramos a **MATA ATLÂNTICA** plantando árvores nativas.

Por que na lata?
As latas são feitas com aço reciclado que, além de conservar melhor o café, pode ser infinitamente reciclável.

SOMOS CARBONO NEUTRO!
Isto é, diminuímos nossas emissões de carbono e investimos na compensação de 100% dos nossos poluentes







The Future.

Sustainability focus
Regulatory environment
Consumer pressure
Investor pressure
Media focus

= Origin will Matter more than ever.

We've seen it in cotton.

We are on the right track with coffee.



WE ARE READY!



**Mahalo.
Thank you.**

**Gabriela Castro-Fontoura
Regional Director, Latin America
and Oritain Coffee Lead**

gcastro-fontoura@oritain.com

