



Communicating Verified Traceability to Strengthen Brand Identity

A Case Study About How Farm to Table SMART
Marketing Enhances The Brand Identity of a Fresh
Produce Company in Indonesia





SunMoon collaborates with a global network of suppliers to provide creative, natural, sustainable, and nutrient-dense foods for today's health-conscious customers.

SunMoon Food Company Limited is a consumer-focused distributor and marketer of branded high-quality fruits, vegetables and products.

SunMoon has implemented improved global procurement strategies, and manages a carefully controlled certified supplier program. Fruits from certified plantations are selected according to the 'SunMoon Quality Assurance' standard.



315 products
in 6 countries

>15,000 points
of sales
globally

\$33.1m in
revenue in
FY2020/21



28 customers
in 4 regions





>40%

of Asian consumers care about where their food comes from and regularly source-check, according to a survey done by PwC, Rabobank, and Temasek

51%

of Indonesian consumers regularly check the source of their foods, according to the Asia Food Challenge

The Asian Consumer Perspective: Growing Demand for Safe & Traceable Foods

Consumers across Asia are demanding stronger reassurance that food is safe and are loyal to trusted brands. Some consumers are also willing to pay a "trust" premium for these food brands.

Thus, there is growing pressure on food brands to be able to leverage technology for safe and traceable food solutions in order to build trust and credibility with consumers.



DIMUTO

A real-life case study

BUILDING CONSUMER TRUST

With a promise to provide the best quality fruit from around the world, SunMoon wanted to find a way to verify and convey their quality assurance standards to their consumers.

DiMuto's AgriFood Trade Solutions provided a cost-effective way to communicate supply chain traceability information in an engaging way. In particular, SunMoon Indonesia utilised DiMuto's SMART Marketing feature to share traceability information on their Fuji Apples and run campaigns that engaged SunMoon Indonesia's end consumers.



Tracking the Supply Chain with DiMuto

Connecting the fresh produce from source to end consumer efficiently with DiMuto's unique Digital Identity labels and Platform



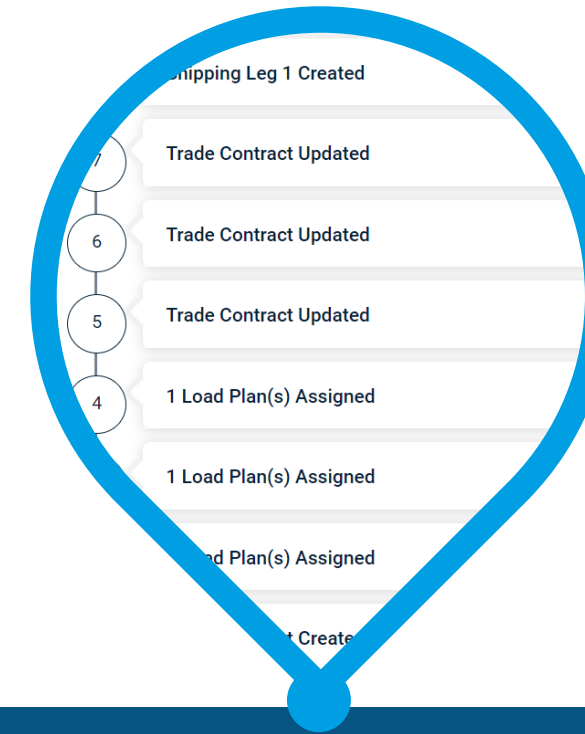
Giving each apple and carton a unique digital identity

DiMuto DIDs are tagged onto each fruit and carton at packing sites



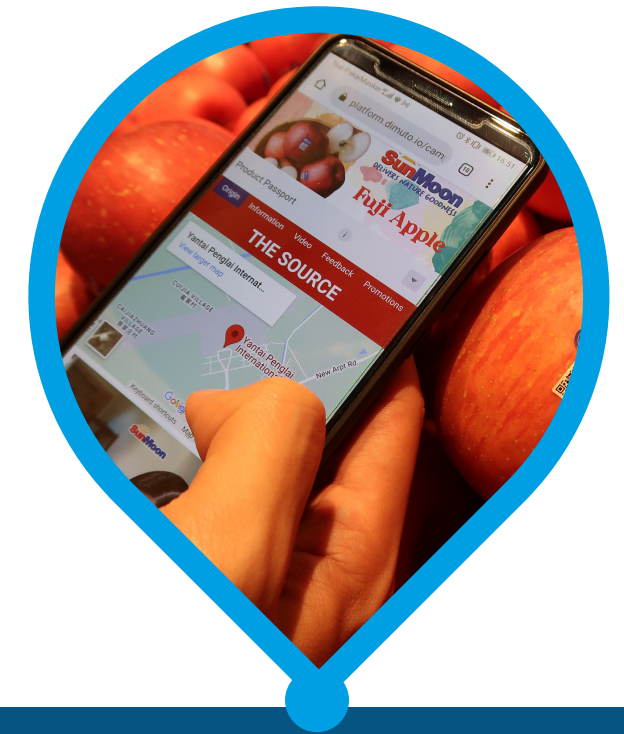
Capturing digital identities onto the DiMuto Platform

The DIDs are scanned and are automatically uploaded onto the DiMuto Platform



All the information you need in one Trade Contract

Product data is combined with trade documents, sales and transport details on the DiMuto Platform



Connecting with the end consumer

SunMoon is now able to communicate operational traceability information to their end consumer

DiMuto SMART Marketing

Share Verified Supply Chain Data with **DiMuto Product Passports**

DiMuto SMART Marketing gives marketing teams the ability to seamlessly communicate traceability data that has been recorded by their operational team and display it to their consumers in the form of a **Product Passport**.

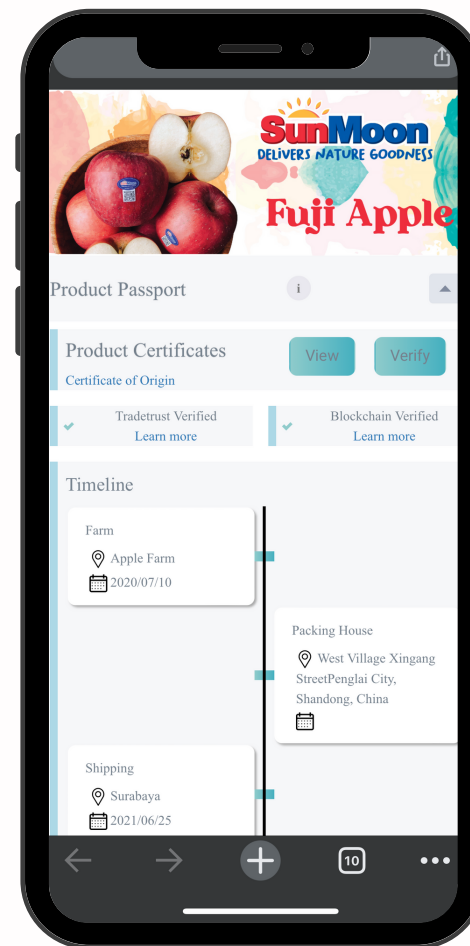
The **Product Passport** is able to showcase selected Product Certificates that have been uploaded on the blockchain, as well as critical supply chain stages such as Farming, Packing, Shipping and Receiving stages.

This helps produce brands to showcase product provenance and build consumer trust.

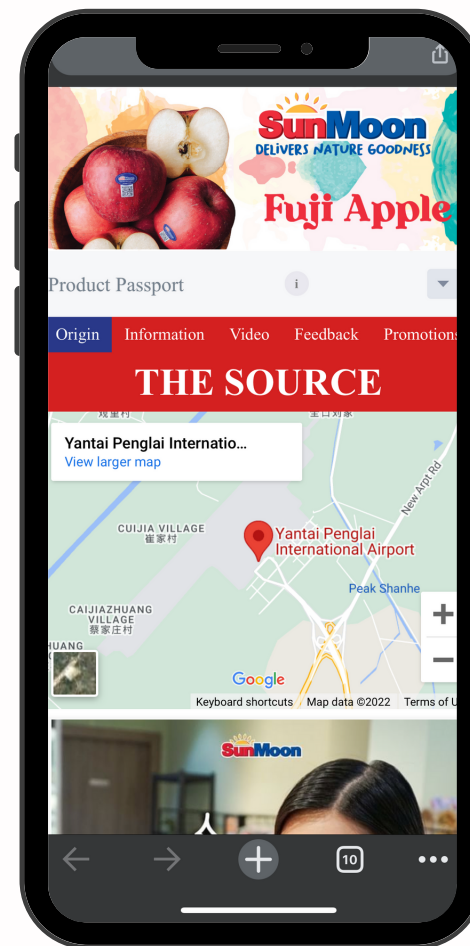


Showcasing the SunMoon Brand with DiMuto SMART Marketing

By scanning the DID of each apple, SunMoon Indonesia can engage with their End Consumers



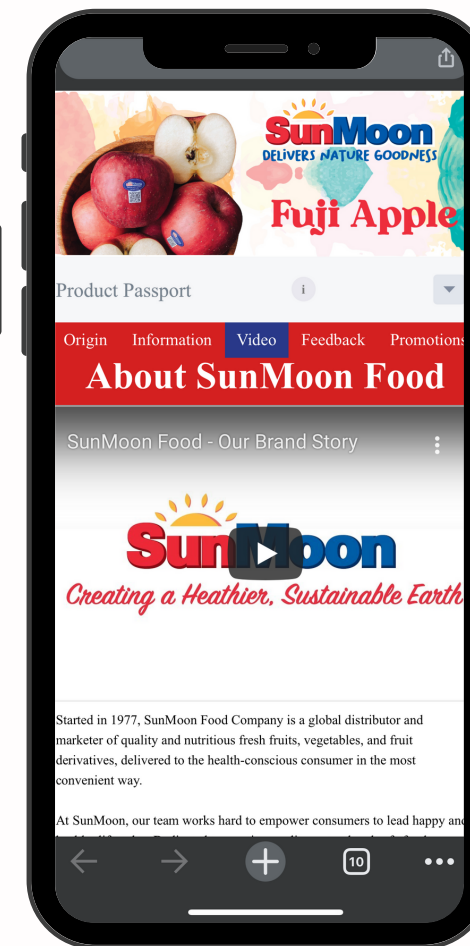
Product Passport



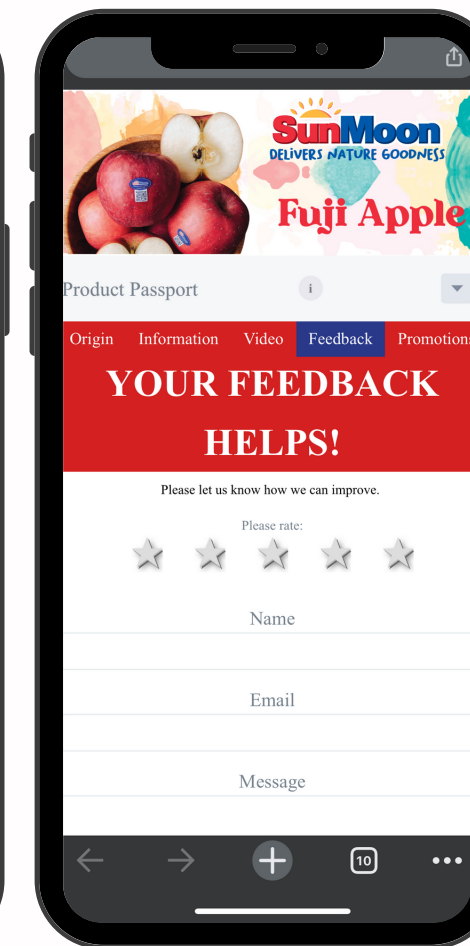
Farm Information



Health Benefits and Recipes



Video Stories



Consumer Feedback



Promotions

CREATING STRONG CONSUMER RELATIONSHIPS WITH DIRECT INSIGHTS AND FEEDBACK

With DiMuto SMART Marketing, SunMoon can meaningfully execute brand marketing campaigns, host promotions and lucky draws, and collect product-specific feedback from their end consumers.



SunMoon Indonesia's Key Analytics

1306 users
engaged

1991 page
views

Engagement
across 10
cities in
Indonesia

CREATING STRONG CONSUMER RELATIONSHIPS WITH DIRECT INSIGHTS AND FEEDBACK

Consumer feedback helps SunMoon to better understand their customers and improve their products. This valuable information is crucial in allowing SunMoon to close the loop, ensuring that they deliver the high product quality they promise to.

"Since the first day I tried Sunmoon apple[s], I stopped purchasing [from] other Fuji apple brands."*



*Example of real consumer feedback on SunMoon Indonesia Fuji Apples gathered on DiMuto SMART Marketing. Photo shown for illustration purposes only.

CREATING STRONG CONSUMER RELATIONSHIPS WITH DIRECT INSIGHTS AND FEEDBACK



The positive brand engagement ratings from Point-of-Sale promotions makes SMART Marketing an important marketing tool to drive sales and build brand loyalty.

CAPTURE, VISIBLE, MONETIZE.



From product, trade,
finance to market,
DiMuto's Ecosystem
helps you to trade better
with visibility.

DiMuto's 8 Product Features

1

FARM
MANAGEMENT

2

PRODUCTION
MANAGEMENT

3

TRADE
MANAGEMENT

4

INSPECTION &
STANDARDS
MANAGEMENT

5

DIMUTO
MARKETPLACE

6

SMART
MARKETING

7

PAYMENT
MANAGEMENT

8

FINANCIAL
SERVICES

An all-in-one,
farm to fork
platform



DIMUTO

Secure Blockchain for Food Traceability

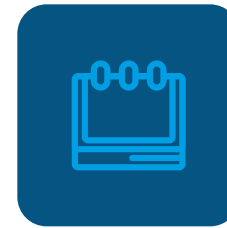


A blockchain is a distributed ledger technology that uploads information in blocks and adds new information in chronological order to ensure transparency.

The DiMuto Platform automatically records each transaction onto the blockchain. Trade Information recorded by different SunMoon departments are secured with a blockchain hash to ensure transparency and immutability.

DiMuto Helps Brands Communicate Verified Traceability to Consumers

With DiMuto, Brand Owners can now enjoy internal efficiencies from supply chain visibility even for smallholder farmer sourcing, and communicate verified food provenance to its end consumers



Track and trace food products from source, even in remote regions and low technology adoption rates



Products, trade information, documents and actions of each trade seamlessly recorded and presented in timeline view across all departments for ultimate efficiency



Empower marketing teams to easily and seamlessly communicate critical supply chain information to end consumers



Ability to conduct marketing promotions such as giveaway campaigns to end consumers in various markets



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