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# Guest Column: How Transparency in Fresh Produce is Winning Consumer Trust

*Fox Packaging*

*Editor's Note: This piece originally appeared as a [Fox Packaging blog post](#), and we have been given permission to reprint it here.*

In today's marketplace, consumers are more informed, curious, and discerning than ever before—especially when it comes to their produce. They want to know not only what they're buying, but where it comes from, how it was grown, and whether it aligns with their personal values. According to the Food Industry Association, [64% of](#)



[shoppers say they are willing to switch from their preferred brand to another](#) that offers more transparent and detailed product information. This shift underscores a new reality: transparency is no longer a “nice-to-have” in fresh produce; it’s a key differentiator.

## What's Driving the Demand for Transparency?

### *Key Drivers Behind the Transparency Trend*

**Health Consciousness:** Shoppers want to know what's in their produce, from nutrients to potential pesticides.

**Environmental Concerns:** Many consumers seek brands that display sustainable farming practices and eco-friendly packaging.

**Ethical Considerations:** People value fair trade, safe working conditions and responsible sourcing.

**Regulatory Compliance:** Meeting transparency standards reassures consumers and helps brands avoid legal

pitfalls.

## **The Cost of Non-Transparency**

In an age defined by mobile apps and instant access to product information, failing to provide transparency can quickly erode trust. Consumers increasingly turn to tools like Yuka to scan products and instantly receive health and sustainability ratings. When a brand withholds information, it raises a red flag—often interpreted as a sign of hidden issues or inferior quality. Lack of transparency places brands at a competitive disadvantage, particularly when trust is a top priority for modern shoppers.

## **The Technology Behind Transparency**

**Smart Packaging:** Integrating QR codes and other scannable elements into packaging grants consumers immediate access to origin information, certifications and nutritional profiles. Fox Packaging's solutions ensure these elements are integrated seamlessly and presented professionally.

**Blockchain Technology:** This secure digital ledger records every step of the supply chain, creating a tamper-proof history that consumers can trust. By implementing blockchain-based solutions, companies can reinforce their credibility and mitigate concerns about product authenticity.

**Traceability Systems:** Advanced software tools help companies track produce through every stage—from field to grocery shelf. This real-time data promotes accountability, ensuring both safety and quality standards are maintained. In case of recalls, such systems can rapidly pinpoint affected products, reassuring consumers that brands are proactive and prepared.

## **Meeting the Transparency Challenge**

Transparency isn't just a passing trend; it's a defining characteristic of today's produce marketplace. By leveraging cutting-edge technology, offering detailed product information, and openly sharing sourcing and environmental practices, brands can earn the trust and loyalty of health-conscious, ethically minded consumers.

Is your current packaging meeting consumer demands for transparency? If not, it may be time to consider solutions that make it easy for customers to understand and trust the journey their food takes.

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