

Press Release

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Symrise Diana Food Deploys a Digital Solution to Enhance Traceability of Global Farming and Sourcing practices

- App collects, structures and coordinates agronomy data from all over the world
- Addresses the market's increasing demand for transparency, quality, and data accuracy
- Phase one launch planned for October 2021

Symrise Diana Food, the leader in natural ingredient solutions, announces that it has entered into an agreement with SMAG[®] Smart Agriculture for the development of a customized mobile software app that will digitize the global agronomic activities of Symrise Diana Food.

Symrise Diana Food has decided to implement this digital solution because of its wish to structure, gather, and coordinate all its agro-data in one place using a common language. The app, which is part of the SMAG Agreo business software platform, will create a digital agro-community comprised of Symrise Diana Food's thirteen global agronomists and its fruit and vegetable producers. It will serve as a repository of the company's complete knowledge of agronomy, with agro-data gathered and structured cohesively and accurately.

Collecting and securing information accurately right in the field will enable Symrise Diana Food to harmonize its vast agronomy data and homogenize agronomy practices at farms across Europe and the Americas. The software will improve scalability, facilitate continuity plans, and make traceability more attractive to all stakeholders. According to Nicolas Gribius, EAME Agronomy Manager at Symrise Diana Food, "Many consumers lack trust in the food supply. The use of this digital technology demonstrates how Symrise Diana Food helps its customers address this concern with highly accurate, high quality data."

Nicolas Gribius, added "Onboarding this digital solution serves as an example of how Symrise Diana Food is demonstrating its leadership in the industry by applying new technology to agronomy to meet market demands. Our customer base considers societal factors like transparency and traceability extremely important. With the Agreo app in place, we expect to mitigate risks and reduce human error by constructing a detailed database of our agronomic knowledge."

Symrise Diana Food is currently piloting the app in two countries, France and Chile, for testing prior to global rollout. Phase 1 launch, scheduled for October 2021, will include customized functionalities and development protocols that relate specifically to Symrise Diana Food. A potential Phase 2 update will include added functionalities that Phase 1 identifies, as well as a direct connection to Symrise Diana Food's Enterprise Resource Planning (ERP) platform.

SMAG Smart Agriculture publishes and develops growing practice efficiency tools and provides support for digital transformation across all agricultural sectors. While the company is recognized as a leader in high tech software solutions for seed companies, its partnership with Symrise Diana Food represents a pioneering effort in the digitization of agronomy data for an ingredient company.

About Symrise Diana Food:

Symrise Diana Food is part of Symrise Nutrition, which encompasses ADF/IDF, Diana Pet Food and Diana Aqua as well as Probi. Within the Symrise Group - a global supplier of fragrances, flavors, food, nutrition and cosmetic

ingredients - Symrise Nutrition leverages the Group capabilities to provide advanced natural health & well-being nutrition solutions for the human food, pet food and aquafeed industries.

Symrise Diana Food offers a large range of natural ingredients to the food, beverage, baby food and dietary supplement industries. It provides its customers, across 90 countries, with innovative, natural and sustainable solutions, making life tastes and feels better for millions of consumers around the world.

With a 30-year experience in sourcing excellence, Symrise Diana Food's team of in-house agronomists carefully selects raw materials and applies best-in-class sustainable sourcing practices, to capture the highest natural properties of conventional and organic fruit, vegetables, meat and seafood.

Aiming to access the freshest raw materials, while minimizing environmental footprint, Symrise Diana Food relies on 11 industrial sites in Europe, North America and Latin America located closest to the source. Gentle industrial processes and technological know-how enable Symrise Diana Food to deliver clean label solutions & standardized nutritional actives. Food safety, highest quality standards, and traceability can thus be guaranteed, ensuring trust all along the value chain and helping customers to win with superior taste performance, health benefits, sensorial experience and food preservation results.

www.diana-food.com

About Symrise

Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.

Its sales of € 3.5 billion in the 2020 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

www.symrise.com

Media contacts:

Bernhard Kott

Phone: +49 55 31 90-17 21

Email: bernhard.kott@symrise.com

Christina Witter

Phone: +49 55 31 90-21 82

Email: christina.witter@symrise.com

Social media:

twitter.com/symriseag

youtube.com/agsymrise

instagram.com/symriseag

instagram.com/symrise.ci

linkedin.com/company/Symrise

xing.com/companies/symrise

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