



About Oritain
TRACEABILITY
LIKE NO OTHER



Truth lies within

Traceability like no other

We've harnessed the power of science to provide a traceability solution unlike anything else. Rather than depending on external variables like most traceability systems, we scientifically test the coffee itself to determine where it comes from. Truth lies within.



Australian Coffee Traders Association (ACTA)

27 June 2024



About Oritain.

**USING FORENSIC SCIENCE TO
VERIFY PRODUCT ORIGIN AND
MITIGATE FORCED LABOR RISKS**



Oritain combines forensic science and statistics to verify the origin of products.



Founded in 2008 by Prof. Russell Frew, a world-leading expert in using analytical chemistry to trace the origin of products, and advisor to the UN.



Amassed a significant database and developed IP in traceability of coffee, cotton and other key commodities.



Offices in 5 countries with a global gender split of 50:50. Partnering with leading multinationals providing our services in 20+ countries.



Who We Are

WHO IS ORITAIN GLOBAL?

Oritain was born out of a need to protect New Zealand's most precious exports: our agricultural products. Over the last 15 years we have grown exponentially to support over 120 clients in upwards of 20 different product categories.

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

From our humble beginnings at the bottom of the world, Oritain has become a global leader in applying forensic and data science to verify the origin of products and raw materials.

We verify truth. We prove origin. We protect reputations.



We have over **240 staff**, across the globe with offices in London, Washington, Zug, Auckland and Dunedin, putting us within arms-reach of our clients.



Delivering services to **20+** industries




















































Helping clients in **20+** countries



Who We Are

OUR TRUSTED PARTNERSHIP



The Issues we Solve.

FORCED LABOR

Oritain not only identifies and mitigates risk in the supply chain for both businesses and governments but can help prevent the importation of cotton produced by forced labor.

ESG & SUSTAINABILITY

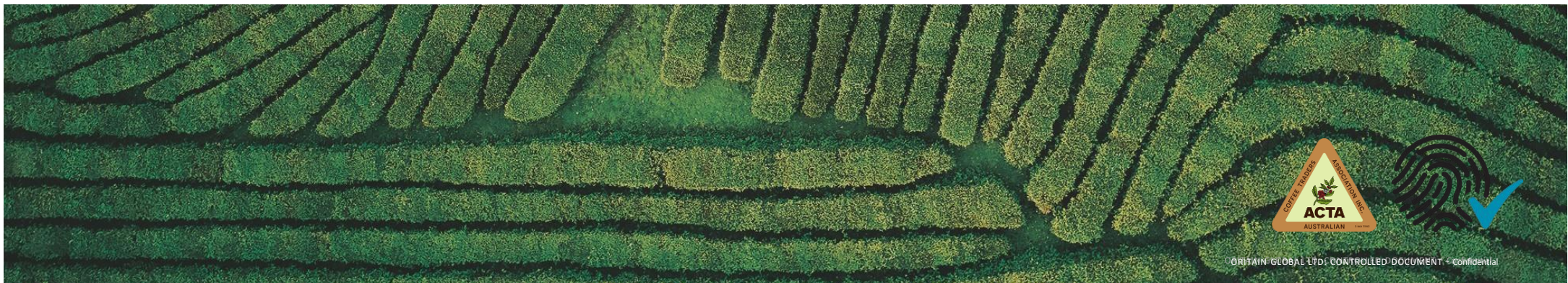
ESG and Sustainability risk in products such as palm, beef, hides and soy are a huge concern.

Oritain can help monitor supply chains to detect if product is from authorized areas.

AUTHENTICITY

Oritain prevents fraud in the supply chain and protects brand reputation.

Oritain reduces risk and helps to detect counterfeit, mislabelling and adulteration.



Ambitions Realised

Oritain's Mission

Protecting Reputations
and Our Planet

THE TRUST CHALLENGE

Increasing
Regulatory ESG
Requirements



Increasing
Supply Chain
Risk (fraud)

Increasing
Consumer
Expectations

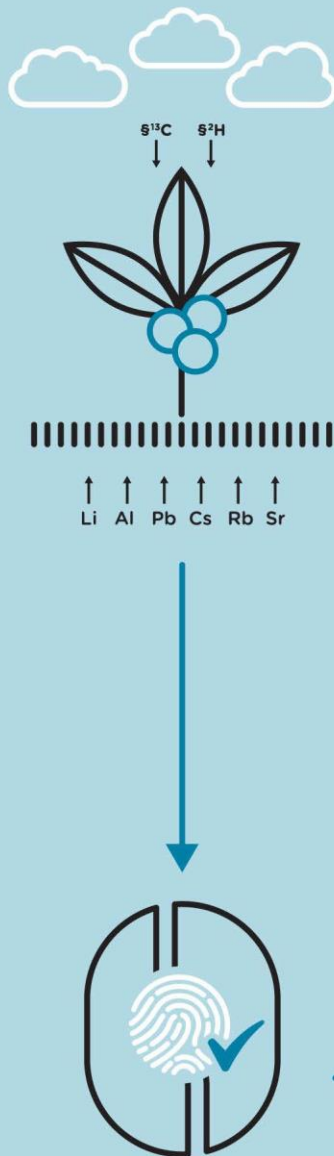


Increasing
Social and
Investor
Expectations

**Business
Ambitions**



ORITAIN TRACEABILITY

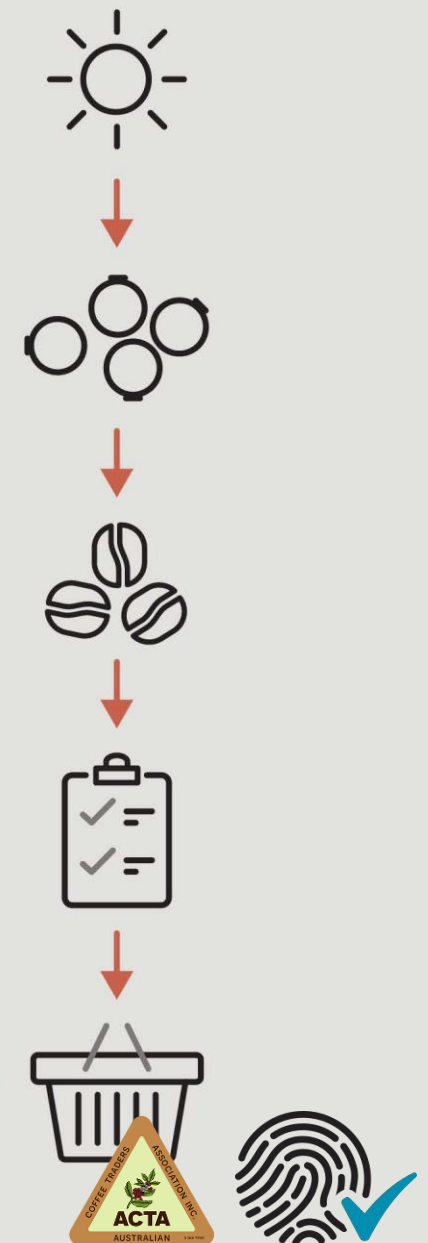


Oritain tracks the naturally occurring, intrinsic properties of natural products and fibers (what's inside). The origin fingerprint of a product cannot be replicated. Oritain can test cotton at virtually any point of the supply chain to ensure transparency.

VS

TRADITIONAL TRACEABILITY

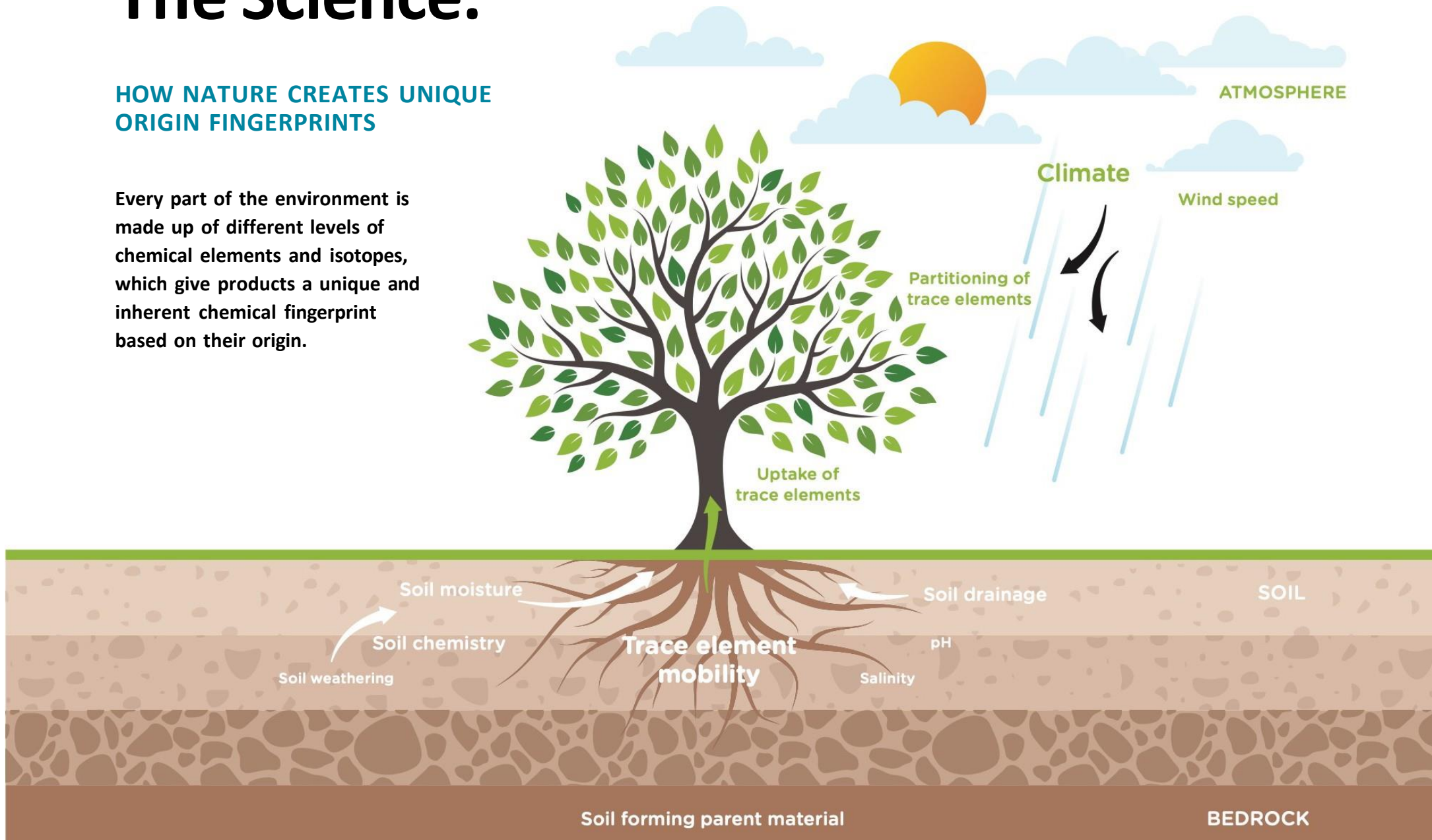
Traditional traceability relies on tracking packaging, or on occasion, using DNA (either applied or intrinsic). These methods feed into a paper/ label-based traceability systems. The accuracy of information is only as good as what's claimed on the label or the applicator of the spray. Once these are removed or tampered with, traceability is lost.



The Science.

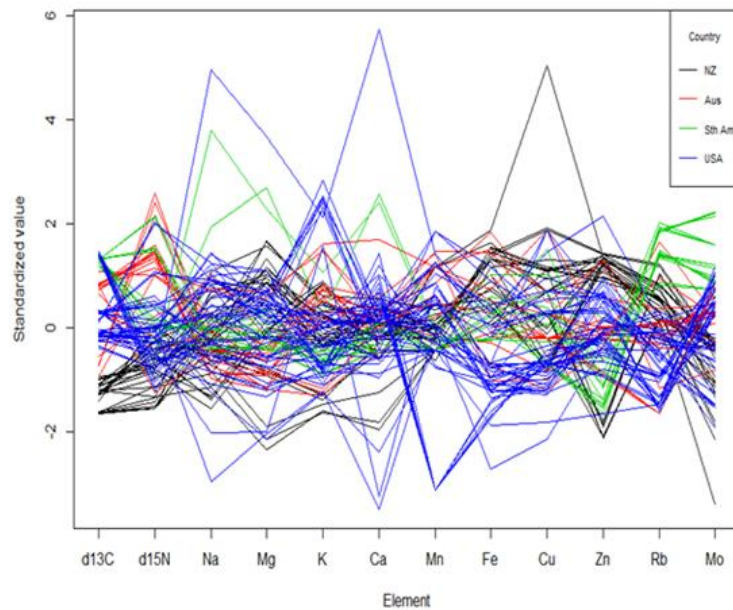
HOW NATURE CREATES UNIQUE ORIGIN FINGERPRINTS

Every part of the environment is made up of different levels of chemical elements and isotopes, which give products a unique and inherent chemical fingerprint based on their origin.

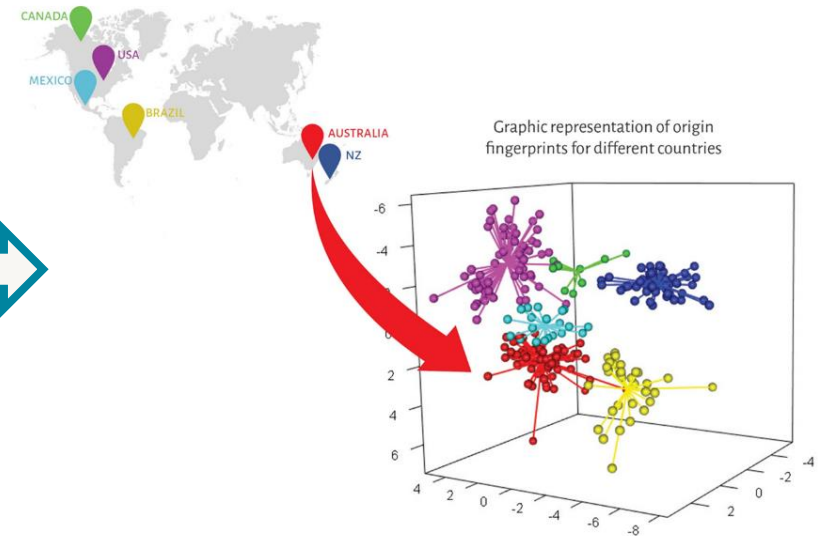


Origin Fingerprint

We convert Raw Data from this

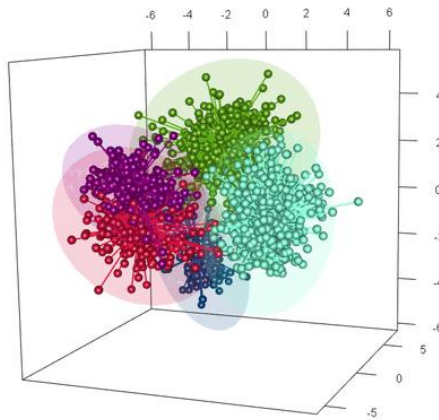


Into graphical representations such as this

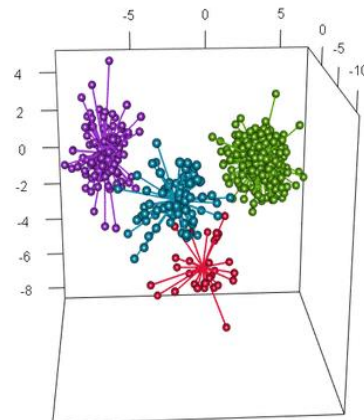


Resolution

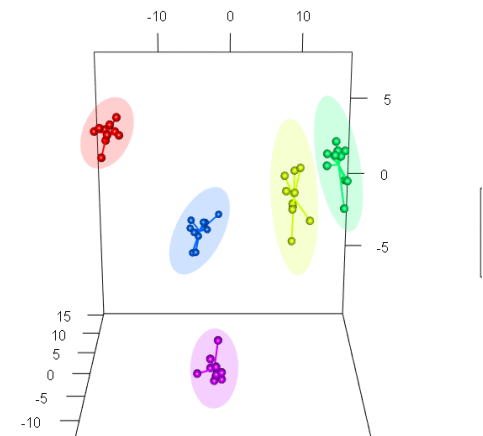
Country

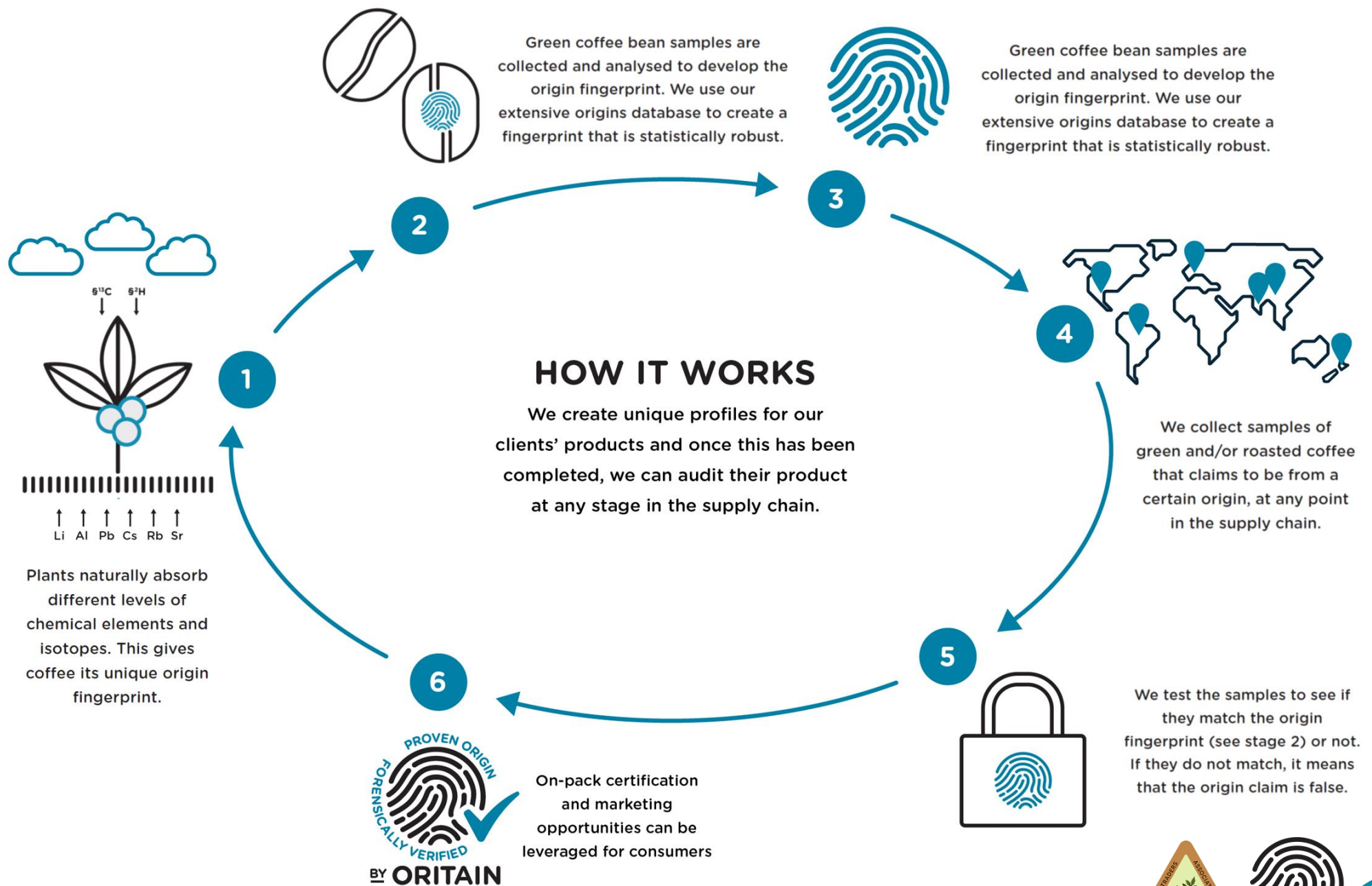


Region



Farm


































Product Verification.

TRUST, BUT VERIFY



Our Partners

					
	COUNTRY ROAD				
Gap Inc.	 Coffee Enterprises		 INTERNATIONAL SERUM INDUSTRY ASSOCIATION	 J.G. BOSWELL COMPANY SINCE 1925	 KERING
 LACOSTE	 LOCH DUART UNRIVALLED SCOTTISH SALMON	MARKS & SPENCER	 patagonia	 PIMA COTTON	 MOHAIR
 SILVER FERN FARMS	PRIMARK	 RALPH LAUREN	 NESCAFÉ ORIGENS de Brasil	SUPIMA WORLD'S FINEST COTTONS	 PYRAMID VALLEY NEW ZEALAND
 TAYLOR PASS - HONEY CO. -	ThermoFisher SCIENTIFIC	WELSPUN  COMFORTING THE PLANET™	 woolmark OF NEW ZEALAND	 HYBU CIG CYMRU	LOFTEX







TRUST, BUT VERIFY

Physical, Scientific, Product Verification.



PRODUCT TEST

Oritain measures what exists naturally in the product. The addition of foreign tracers such as spray or particles is not required.



STRENGTH IN THE DATABASE

Vast majority of the world's global coffee production mapped.



COMMERCIALLY PROVEN

Not only adopted by many of the largest global brands, retailers, and manufacturers – but science meets the Daubert Standard, meaning it can be used as admissible evidence in a court of law.



Thank you