



Trust  
Alliance  
New Zealand

# Capture. Share. Protect.

Trust Alliance New Zealand (TANZ) understands as a non-profit member-driven ecosystem that trusted data sharing is vital to maintaining and growing New Zealand's primary sector. We are establishing digital infrastructure that allows farmers, growers and other parties in the value chain (such as food producers, retailers and exporters) to easily capture and share data across the sector while keeping it secure, protected and controllable.

TANZ is working to ensure New Zealand's food and fibre industry can prove what we promise.

Around the world expectations, requirements and standards are changing. Greater proof of provenance and or other environmental/marketing claims and practices, are being demanded by regulators as well as consumers mindful of the ethical, sustainable and environmental impacts of what they buy.

Via an innovative and secure framework, TANZ will enable greater sharing of information, to aid in protecting and enriching the value of products from New Zealand, and keeping our primary sector competitive on the global stage.

## Improving and strengthening the sector through modern ways of data management

Being able to better manage and share data across the whole value chain allows us to collaborate and address the sectors biggest challenges, while remaining innovative and supporting us all to be more efficient and productive.

“Trading and the exchange of goods is based on trust. Without it, transactions cannot occur. New Zealand as a trading nation must operate at the highest levels of trust possible. Trust Alliance New Zealand helps achieve this.”

At the moment there is no easy mechanism for farmers and food producers to easily and directly input and share their farm's data in a trustworthy way.

The existing data exchange models are inefficient and a waste of time which is why we have acted now to build a smarter way of collecting and sharing this important data.”

Chris Claridge, Chairperson, TANZ



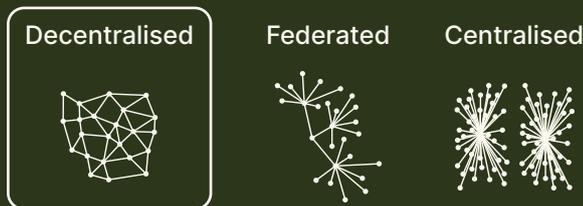
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## Our vision

TANZ strives to enable self-controlled, trusted data sharing; reducing the data duplication that impacts farmers' compliance-driven work (or activities), such as Farm Environment Planning or ESG reporting. Overall, TANZ aims to support more New Zealand farmers and growers in meeting compliance, to ultimately facilitate more sustainable outcomes.

To do this we are developing a trusted digital framework to share data in a secure way; a decentralised approach that will allow farmers and growers to capture, manage and share their data while also controlling and protecting it.

**You decide who has access to it, for how long, and for what purpose.**



## Trust Alliance New Zealand (TANZ) is a non-profit, member-driven organisation.

TANZ is an advocate and enabler for a decentralised and trusted data management and sharing framework. We aim to create a future where people and organisations are in control of their own data through decentralised digital identities; where a self-sovereign identity ecosystem creates unlimited value through trust and confidence; and where the food and fibre producers and enterprises balance sustainability and profit to maintain, extend and grow future value.

TANZ is owned and governed by those who use it, and provides opportunity and profit potential for all members, rather than a winner takes all model.

Our members and supporters include many of New Zealand's public and private sector primary producers, growers, exporters, retailers and service providers.



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For more information on TANZ visit [trustalliance.co.nz](http://trustalliance.co.nz)

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