

## Exhibit 1 - Bridging Multiple Knowledge Gaps along the Food Value

PRODUCTION	DISTRIBUTION	FRUITION
<p><b>Issues: How to...</b></p> <ul style="list-style-type: none"> <li>○ preserve quality, authenticity and biodiversity of basic products at sustainable costs?</li> <li>○ reach different markets while preserving quality?</li> <li>○ increase the perceived customer value of traditional food products (i.e. wine, cheese, pasta)?</li> </ul> <p><b>Players &amp; Stakeholders</b></p> <ul style="list-style-type: none"> <li>○ Farmers of typical local agri-products</li> <li>○ Traditional food and wine product producers and consortiums</li> <li>○ Local governments</li> <li>○ Chambers of Commerce</li> <li>○ Economic development agencies</li> </ul>	<p><b>Issues: How to...</b></p> <ul style="list-style-type: none"> <li>○ increase quality of service without increasing training costs?</li> <li>○ improve up-selling by customer-facing staff (i.e. waiters)?</li> <li>○ adjust service according to different cultures and customer expectations, giving a consistently memorable experience?</li> <li>○ convey complex and cultural-specific meanings to guests in a fast and cost-effective way?</li> </ul> <p><b>Players &amp; Stakeholders</b></p> <ul style="list-style-type: none"> <li>○ Hotel and restaurant companies and employees</li> <li>○ Media (i.e. Food Channels)</li> <li>○ Food retailers</li> </ul>	<p><b>Issues: How to...</b></p> <ul style="list-style-type: none"> <li>○ really appreciate cultural-specific traditions and rituals without a common cultural background?</li> <li>○ recognize, comprehend and preserve cultural diversity through aware consumption behaviors?</li> <li>○ assess the real economic value of biodiversity without a deep cultural understanding?</li> </ul> <p><b>Players &amp; Stakeholders</b></p> <ul style="list-style-type: none"> <li>○ Food and wine consumers</li> <li>○ Hotel and restaurant guests</li> <li>○ Tourists</li> <li>○ International business travelers</li> </ul>

