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An integration of traceability elements and their impact in consumer's trust

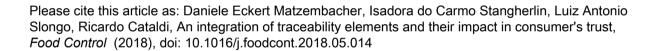
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PII: S0956-7135(18)30239-1

DOI: 10.1016/j.foodcont.2018.05.014

Reference: JFCO 6138

To appear in: Food Control



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ACCEPTED MANUSCRIPT

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