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Taking the Bull by Its Horns: An Industry Perspective

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What do you think about product tracing?



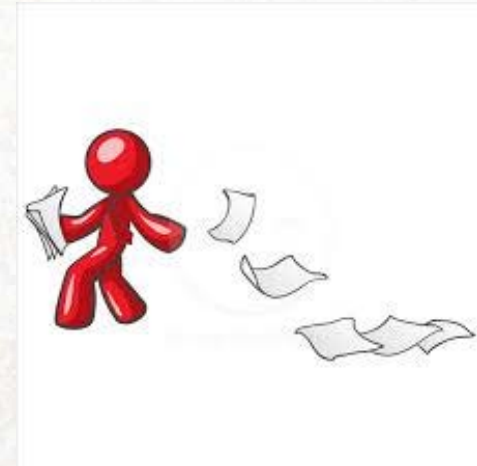
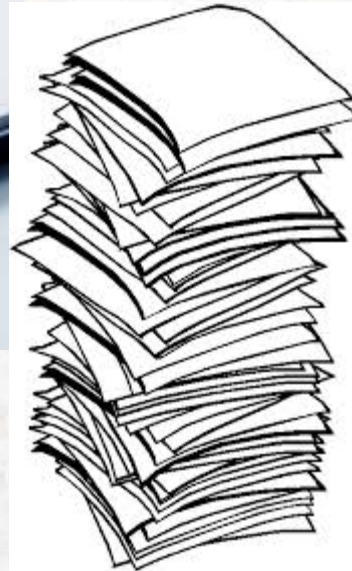
Consumers Value Trace Information

Which product would you choose?



Deloitte 2011 Consumer Food and Products Insights Survey

What is the Industry Perspective of Traceability?



What does the retail industry think about traceability?



IFT Global Food Traceability Center

- **Vision**
- ***To become the global resource and authoritative voice on food traceability.***

GFTC's definition of traceability:

"The ability to follow a food commodity, or feed, or substance intended to be, or expected to be incorporated into a food or feed, through all stages of production, processing, and distribution to final consumption or disposal."

Defining Traceability

- **Categories of traceability**

- “Internal traceability”

- Ability to follow the movement WITHIN

- “External traceability”

- Ability to follow the movement BETWEEN.

Defining Traceability

- **Three basic information elements required:**

- What is the product?
- Where did the product originate, or go to?
- When did it move?



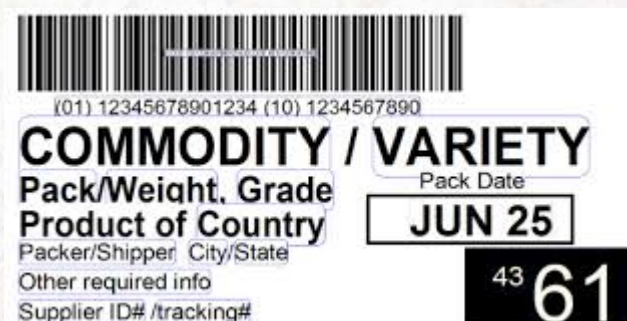
Key Data Elements

Critical Tracking Events

Why is Traceability Important?

Drivers of traceability

1. Public Safety
2. Business risk management and mitigation
3. Supply chain efficiencies
4. Market and consumer access



Why is Traceability Important?

- **Changes in food purchasing habits out of safety concerns**

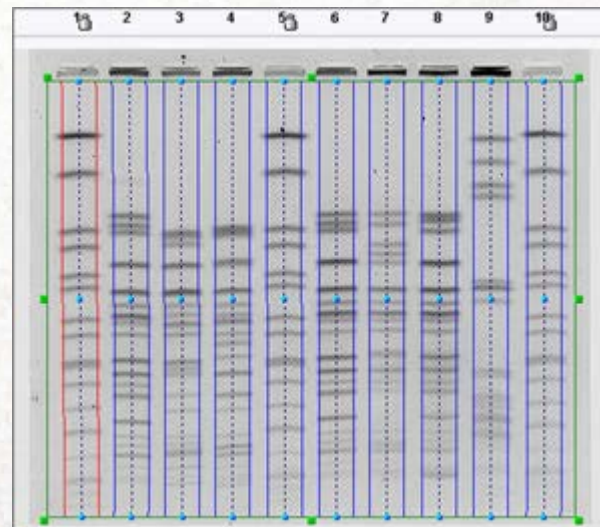
Food Product Consumers Stopped Purchasing

	2010	2009	2008
Peanut Products		30%	74%
Peanut Butter	27%	60%	
Spinach	11%	14%	25%

Source: 2010 U.S Grocery Supplies

Why is Traceability Important?

- **Why have outbreaks seemingly increased?**
 - Concentration of food production
 - Globalization of food chains
 - Changes in food distribution – cold chain challenges
 - Economics / Speed / Scale of food chains
 - Increased batch sizes
 - Science has changed – diagnostics, DNA bar coding
 - Epidemiology has changed – detection of specific strains of pathogens
 - Communication is instantaneous



Traceability Challenges

- Lack of unifying requirements
- Changing regulatory demands around the world
- Inconsistent terminology
- Private systems
- Interoperability



Traceability Challenges

- **Lack of records**

- Data is simply not available, or is difficult to collect

- Is the data

- Reliable?
 - Relevant?
 - Rapidly accessed?



Traceability Challenges

Issues Tracing Back

- 2008 Salsa Salmonella Outbreak

Issues Tracing Forward

- 2009 Peanut Product Recall

As FDA Assistant Commissioner for Food Protection David Acheson reported to Congress, “The Salmonella outbreak caused so much damage and took so long to trace back to the source because so many of the chain members were using paper-based record systems. Mountains of slowly processed and inaccurate records stretched out the investigations until some evidence was lost. Other data was missing or wrong. The end result is that two industries were severely damaged.”

What can we do?



Collaborate!

Communicate



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