FMI Foundation Retail Food Safety Forum

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Today's Dialogue

- Introduction
  - IFT
  - GFTC
  - Traceability
- Challenges and Opportunities
  - In Traceability
  - In Retail
- Research and Resources
  - Technology Interoperability
  - Best Practices
  - Regulatory Harmonization
  - Return on Investment Tool
  - Consumer Preference Tool

Introduction: Institute of Food Technologists

- For more than 75 years, IFT has unlocked the potential of the food science community by creating a dynamic global form where members from more than 100 countries can share, learn and grow.

Introduction: Global Food Traceability Center

Introduction: Traceability

- Traceability *is not* about data, identifiers, bar codes, RFID, tags, and any information that needs to be linked together to make traceability possible.
  - These are all critical, but not sufficient

- Traceability is about *systematic ability to access any or all information relating to a food under consideration, throughout its entire life cycle, by means of recorded identifications.**
  - For this to happen, a traceability system must keep track of when the units (and the associated identifiers) are created, used, joined together, split up and finally disposed

* Olsen P, Borit M. 2013. *How to define traceability*. Trends in Food Science and Technology

Challenges: Consumer Demands

- Consumers are more vocal
  - Demand for rapid access to reliable and relevant information whenever they need it

Challenges: Different Requirements

- Overlapping and conflicting demands from national regulators

Opportunities: Interoperability

- Islands of data
  - Accessibility
  - Syntax
  - Semantics

- Interoperability means
  - Ability to speak the same 'language'
  - Understand the same words – Vocabulary
  - Answer the same questions in a predictable manner

- Interoperability does NOT mean
  - One system
  - Everyone has to use same KDEs and CTEs for everything
  - Universal access to data – Loss of confidentiality, control, or capability

Opportunities: Harmonization

- Harmonizing traceability is a Win-Win-Win
  - Businesses
    - Reduced costs
    - Increased profits
    - Viable industry

  - Consumers
    - Better informed decision-making
    - Encourages responsible food production

  - Regulators
    - Reduced impact of outbreaks
    - More aligned regulations – less duplication/gaps
    - Fisheries management

Research: Interoperability Blueprint
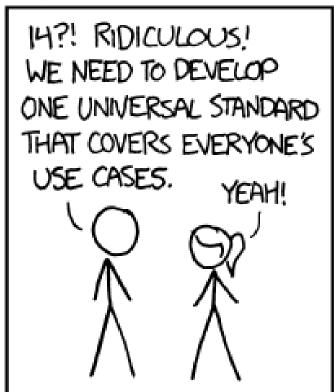
- Project Purpose
  - <u>Design</u> a common technology architecture suitable to the seafood industry, and develop a <u>rollout strategy</u>

  - Provide supporting <u>communications, education and training</u> needed to accelerate understanding of the need for a common blueprint and collaborative strategy for an interoperable global seafood traceability system

What we do NOT want to do…

Source: http://imgs.xkcd.com/comics/standards.png

Research: Interoperability Blueprint
4 Technical Advisory Groups (TAG)

- Content Mapping
  - Critical Tracking Events
  - Key Data Elements

- Context Mapping
  - Common information model and terminology (ontology)
  - Protocols and standards

- Practices and Processes
  - Data validity and security (integrity)
  - Data governance and principles of operation

- Engagement & Communications
  - Multi-industry involvement – Interoperability in other industries
  - Cross-disciplinary outreach – Engagement – Knowledge transfer

Resources: Education and Training

- Best Practices Guidance Document
  - Bakery, Dairy, Meat and Poultry, Produce, Processed Foods, and Seafood

- Benchmarking Study of Regulations in 21 OECD Countries
  - Relative rankings of traceability requirements across jurisdictions

- Return on Investment Tool
  - Currently for seafood; applicable to all foods

- Seafood Consumer Preference Tool
  - Based on survey of 2400 consumers from 5 countries

- More information at http://www.globalfoodtraceability.org

Resources: Profiting from Traceability
A Short Course at IFT 15

This highly-interactive course features an in-depth look at how you can gain a competitive advantage and improve your bottom line by enhancing your existing traceability system.

- Learn the basic principles of traceability through lectures and hands-on group break-out sessions

- Discover how to make your traceability investment work to your advantage

- Evaluate how you currently collect and manage traceability information

Profiting from Traceability

Date: July 11, 2015

Location: Chicago, IL

Who should attend?
Plant owners, managers, and supervisors; quality control/quality assurance professionals; logistics, operations, and production personnel; technical service personnel

Register: http://www.am-fe.ift.org/cms/?pid=1001273

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Thank you.