

'09 IFDA Distribution Solutions Conference

Best Practices for Today's Times



Produce Traceability Initiative

Gary Fleming
 Vice President
 Produce Marketing Association
 October 21, 2009



Government traceability assessment

- March 2009 – Dept of Health & Human Services
 - Able to trace fully only 5 of 40 foods up and down
 - Records not detailed enough
 - Only able to trace 12.5% of items
 - 31 of 40 could identify facilities
 - 4 items they were unable to identify facilities
 - 70 of 118 food facilities did NOT meet FDA record keeping requirements
 - ¼ of company managers unaware of requirements
 - FDA consider seeking stronger legal powers
- Proposed legislation on the Hill all have “electronic traceability” components
- One-step-up, one-step-down via Bio Terrorism Act already mandated

Produce versus fresh food recalls

- Produce = 9000 illnesses
- Eggs = 6609 illnesses
- Processed foods = 3684 illnesses
- Dairy = 349 illnesses
- Produce accounted for 16% of food born illness outbreaks
- Produce accounted for 39% of sicknesses
- Produce accounted for 15 deaths 1996-2008

*According to FDA's Sherrie McGarry – Sept 21, 2009 The Packer

Produce Traceability Initiative (PTI)

- **Sponsored by PMA, CPMA and UFPA**
- **Initial 48 participating companies including:**
 - 11 Foodservice Companies
 - 15 Retailers
 - 22 Growers/Shippers
- **6 additional participating trade associations**
 - FMI, NGA, NRA, IFDA, CCGD, CHC
- **Met on 5 occasions over an 8 month period**
- **Endorsed by over 90 key industry members**

Who needs whole chain traceability?

- **Companies need:**
 - Track one step up
 - Track one step down
 - Have internal traceability system
- **Government agency (FDA) needs to:**
 - Link buyer to distribution center
 - Link distribution center to wholesaler/distributor
 - Link wholesaler/distributor to shipper
 - Link shipper to grower
 - Link grower to field

PTI Goals

- **To create a process that will enable whole-chain traceability while minimizing the impact on businesses by:**
 - Using existing standards
 - Using existing technologies
 - Using existing information
 - Using existing systems

Using Existing Standards

- **No bigger implemented standard in the world than GS1 standard**
 - Implemented in over 145 countries worldwide
 - Implemented in over 25 different industries
 - Used by more than 2 million companies worldwide
- **Used by every retailer using barcodes at cashier line**
 - UPC is a GS1 standard
 - UPC is actually called the GTIN-12
- **Used by every barcode scanner manufacturer**
- **Used by every POS vendor**

Using Existing Technologies

- Barcodes are used in just about every distribution center in North America
- GS1-128 barcode already used by packaged goods manufacturers
- GS1-128 barcode can hold up to 48 characters of information
- GS1-128 barcode can be read by any linear scanner



Using Existing Information

- Identification number for a case of product
- Lot or Batch # available at any produce operation
- Pack/Harvest date (Not needed if Lot/Batch # unique by pack/harvest date)
- A Federal Law: One-step-up, One-step-down provision of Bio Terrorism Act

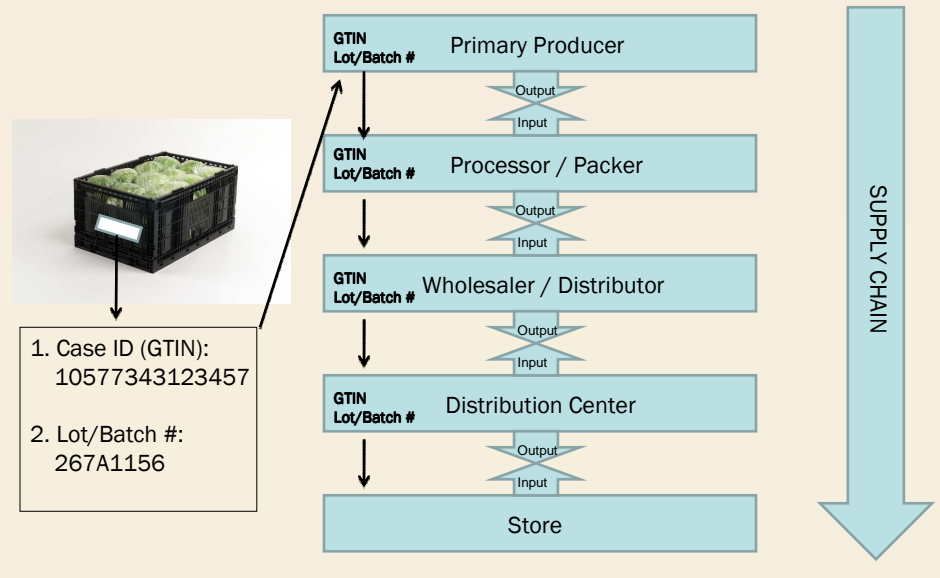
Using Existing Systems

- PTI does NOT require you to use any one single vendor's system
- You can use your own existing internal system
- Internal system has to be able to store:
 - GTIN (i.e. the case identification #)
 - Lot/Batch #
 - Pack/Harvest Date (if Lot/Batch # not unique by pack/harvest date)

Mandatory Data Requirements

Per: PACA + Bio Terrorism Act + PTI
Buyer/Receiver ID
Lot Number
Product Description
GTIN
Quantity
Unit of Measure
Shipment Id
Vendor/Supplier/Sender ID
Date of Receipt <i>(previously optional)</i>
Ship From Location ID <i>(previously optional)</i>
Ship to Location ID <i>(previously optional)</i>
Shipment Date <i>(previously optional)</i>

Basic premise using 1 step up/down



What is being asked of industry?

- Milestone 1.** Brand owners must obtain their GS1-issued Company Prefix.
COMPLETE BY: Q1 2009
- Milestone 2.** Brand Owners must assign 14-digit GTINs to all case configurations.
COMPLETE BY: Q3 2009
- Milestone 3.** Brand Owners must provide and maintain their GTINs (and corresponding data) with their buyers
COMPLETE BY: Q3 2009
- Milestone 4.** Those packing the product are responsible for providing human-readable information on each case (GTIN & LOT #).
COMPLETE BY: Q3 2010
- Milestone 5.** Those packing the product are responsible for encoding the GTIN and the Lot # in a GS1-128 barcode & human readable.
COMPLETE BY: Q3 2010
- Milestone 6.** Each handler of the CASE must read and store the GTIN and associated Lot # for INBOUND cases.
COMPLETE IN: 2011
- Milestone 7.** Each handler of the CASE must read and store the GTIN and associated Lot # for OUTBOUND cases.
COMPLETE IN: 2012

***Available Best Practices**

- GTIN Assignment
- Repack/Comingling
- Internal/External Substitutions
- Data Synchronization
- Cross Docking
- Private Label
- Case Labeling
- Pallet Labeling

*See www.producetraceability.org

To-Be Created

- Best Practices for:
 - Broker
 - Local Grower
 - Individual Store and Restaurant
 - Outbound scanning
- Working with FDA to create traceback spreadsheet

What would happen without PTI?

- As one-step-up, one-step down is already mandated AND
- If “electronic traceability” becomes mandated:
 - How do we get traceability information off of case and into our systems?
 - Manual notation or Automation?
 - Barcodes or RFID?
 - What barcode standard does EVERYONE use?
 - What information should be contained in the barcode?
 - What standard number should be used?
- All answers from questions above will naturally lead to the PTI.
- The answers have been analyzed and discussed for almost two years now.

Produce Traceability Initiative Website

- Frequently Asked Questions for each milestone
- Best Practices for each milestone
- Diagrams
- Additional References
- Education and Outreach events
- Endorsements
- Related News

www.producetraceability.org