110: All Aligned!
Traceability Train on Grocery Track is Moving Fast

Brian Sterling, Global Food Traceability Center

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NEW VIEW OF TRACEABILITY

- Food traceability is now mainstream . . . More than recalls

- Consumer is driving massive transition in food industry. . .
- How does traceability help manage that transition?
VISION

• To become the global resource and authoritative voice on food traceability.

MISSION

• To serve the agriculture and food sectors, by providing applied research, objective advice, and practical expertise about data collaboration and food product traceability for business benefit and public good.
ORGANIZATIONAL STRUCTURE

Food Industry
- Regulatory Agencies
- Consumers
- Academia
- National & International Organizations
- Foundations & Non-profits
- Solution Providers

Founding Sponsors

Key Stakeholders

GFTC

Advisory Council

Project Working Groups

Contribution Partners

Research

Education and Training

Protocols and Standards

Technology Transfer
# ADVISORY COUNCIL MEMBERS

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Our approach will be to engage stakeholders in the development of solutions, as well as in their delivery.
NOW: INITIAL LAUNCH PROJECTS

• Research
  – Best Practices in Food Traceability – A Guidance Document
  – Project Lead: Janet Zhang

  – Purpose: To explore current food traceability best practices in selected industry sectors based on principles of Critical Tracking Events (CTEs) and Key Data Elements (KDEs)

  – Expected Outcomes: A food traceability best practices guidance document for government regulatory authorities and others to foster uniform data gathering and recordkeeping requirements for the purpose of fostering uniformity throughout the food system.
NOW: INITIAL LAUNCH PROJECTS

• Education & Training
  – Food Traceability Education & Training
  – Project lead: Brian Sterling

  – Purpose: To design, develop, and deliver food traceability learning courses.

  – Expected Outcomes: A food traceability curriculum that starts with addressing general principles, systems, and common or best business practices; then extends to include implementation assistance, and project management supporting tools and techniques.
NOW: INITIAL LAUNCH PROJECTS

- Protocols & Standards
  - Global Food Traceability Regulations
  - Project lead: Brian Sterling

  - Purpose: To assist in the discussion and development of harmonized food traceability requirements around the world.

  - Expected Outcomes: A benchmark report summarizing the existing global food traceability standards and regulations, with observations concerning gaps and duplication.
OVERALL RANKING OF OECD TRACEABILITY REGULATIONS

• Superior:
  – EU Countries (incl. near-EU)

• Average:
  – Australia, Brazil, Canada, Japan, New Zealand, United States

• Poor:
  – China

• Not Sufficient Data:
  – Russian Federation
SEAFood Traceability

• Heightened interest and urgency in traceability . . . Why?
  – Brand equity and consumer perceptions – Fraud
  – Sustainability / Waste
  – Increasing complexity of food system
  – Investment for more efficient value chains

• Gordon & Betty Moore Foundation Project
  – GFTC assessment of global seafood traceability
  – Address reduction of waste, erosion of consumer trust
  – Impact of traceability on value chain economics
  – ROI software application for traceability investments
FOOD SAFETY MODERNIZATION ACT

– Rationale for Law
  • Globalization
  • Complexity
  • Demographics

– Historic Overhaul
  • Focus on prevention
  • Emphasis on partnerships
  • Responsibility across all stakeholders
WHAT DO I DO? HOW CAN GFTC BENEFIT US?

• Change thinking: Start with game-changing actions
  – e.g. Traceability is more than insurance after the ‘horse leaves the barn’

• Get engaged! Traceability has become part of innovative business strategies
  – Need predictability: Protocols & Standard requirements
  – Address vital factors of a modern food industry
  – Collaboration is essential to avoid unwarranted cost$

• GFTC is here to facilitate industry collaboration
  – A public-private partnership organization
  – Focuses on implementation and practical help
  – Take advantage of early findings and capabilities – Bring more to the table

• Content expertise: Traceability is an growing area of concern
  – Single ‘go-to’ resource
Thank you!

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