The State of Seafood Traceability Today

Seafood Expo Global, Brussels, Belgium
May 6th, 2014
Meeting Agenda

• Welcome and Introductions
• The State of Seafood Traceability
• Update on Industry Pilots
• Open Forum Discussion
Introductions: Who is IFT?

• Institute of Food Technologists
  – Access IFT reports, findings and recommendations regarding traceability at http://www.ift.org/traceability

• Not-for-profit scientific and professional society

• 17,000+ individual members from >100 countries
  – Food scientists
  – Food technologists
  – Industry
  – Academia
  – Government
Introduction: Who is IFT?

Nearly 20% of IFT’s Members are from Outside of North America

- Japan: 19%
- Korea, Republic Of: 16%
- Australia: 11%
- Taiwan: 10%
- United Kingdom: 9%
- Spain: 7%
- Brazil: 6%
- Thailand: 6%
- Argentina: 6%
- Germany: 5%
- India: 5%
Introductions: Who is IFT?

• Meetings and Events
  – Annual Meeting & Food Expo
  – Wellness Conference
  – Food Policy Impact Conference

• Publications
  – Journal of Food Science
  – Journal of Food Science Education
  – Comprehensive Review in Food Science and Food Safety
  – Food Technology

• Continuing Education and Professional Development
  – Webinars
  – Short courses
**Introductions: IFT’s GFTC**

- **2008**: IFT delivers milestone report to the FDA on the status of food product tracing in the industry.
- **2009**: IFT Conducts Mock Trace-back Exercise
  - Under contract with FDA, IFT partners with Harvard University to conduct a mock trace-back exercise with the tomato industry.
- **2010**: IFT Conducts Two-Year Traceability Study
  - The National Center for Food Protection and Defense (NCFPD) provides grant to IFT to conduct a two-year study analyzing the capabilities of technologies in food product tracing (2010 – 2012)
- **2011**: IFT Launches Traceability Improvement Initiative
  - Launched by IFT in summer, a total of three Traceability Summits are held throughout 2011 with global experts on food traceability.
- **2012**: IFT Completes Food Product Tracing Pilots Report
  - IFT conducts projects and completes its landmark report to FDA on food product tracing pilots as mandated by the Food Safety Modernization Act (FSMA)
- **2013**: IFT Tapped to Lead Traceability Focus
  - Industry stakeholders express desire to have a single authoritative, objective source on traceability. IFT is seen as uniquely and ideally positioned to lead this effort.
- **2014**: IFT Launches Global Food Traceability Center
  - IFT officially launches a new program dedicated to food traceability. Creates its business plan, gains support through public-private partnerships. Initiates benchmark projects in research, education, and industry best practices.
Introductions: GFTC

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.
GFTC Founding Sponsors

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GFTC Global Partners
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Enhancing Seafood Value Chain Traceability

- **Purpose**: to strengthen the performance and proficiency of the industry through the impact of traceability on reduction of waste, enhancement of consumer trust, and increase of business efficiencies. Additionally, to provide tools to better understand the return on investments (ROI) in traceability solutions.

- **Expected Outcomes**: To understand the links between traceability and (1) enhancing consumer confidence, and (2) reducing food loss/waste; also develop a decision support software tool to help ROI business cases for traceability investments and improvements.
Traceability Challenge

**Tomatoes**
While the U.S. produces the most tomatoes, Mexico accounts for 71% of tomato imports, and Canada accounts for 27%.

**Anchovies**
56% of our anchovies are produced in Peru, while pizza anchovies come from Argentina, Croatia, Spain, and Italy.

**Beef**
2.5 billion pounds of beef were exported this year to top markets like Canada, Japan, Mexico, South Korea, and Hong Kong.

**Cheese**
14% of the raw buffalo milk used for mozzarella is made in Italy while 86% of buffalo milk is produced in Asia.

**Mushrooms**
China produces 47% of our mushrooms across the globe, followed by the U.S which produces only 11%.

**Spices**
11.5% of India’s spices are exported to United Arab Emirates, the U.S., the EU, and Malaysia.

**Peppers**
95% of unprocessed peppers are exported through India, China, and the U.S.
Regulatory Environment

- Current landscape
  - Very little currently mandated
  - Limitations and gaps in current mandates
  - Several nations updating regulations

- GFTC Regulatory Review
  - Conduct environmental scan of 20 OECD countries
  - Identify capabilities, gaps and harmonization
  - Publish report in Spring 2014
Industry Environment

- Voluntary Initiatives
  - Sector/commodity specific
  - Supplier/Customer/Consumer demand driven
  - Fragmented

- GFTC Best Practices Guidance
  - Create framework for traceability of all foods
  - Identify similarities and differences across sectors
  - Publish report in Summer 2014
IUU Fishing

- Gaps and Challenges
  - Whole chain traceability
  - Uniformity
  - Impediments and incentives

- Bridges and Solutions
  - Data, technology and interoperability
  - Unique and universal identification
  - Border controls and market access
Cost Benefit Evaluation

- **Industry benefits**
  - Improved supply chain management
  - Increased brand reputation
  - Increased consumer confidence
  - Improved recall scope

- **Industry implementation costs**
  - Software
  - Capital expenditures
  - Change to current processes
  - Compliance
Technology

- Good information is a prerequisite!
  - Garbage in, garbage out
- Various bells and whistles
  - Visualizations, analytics
- Currently not interoperable
  - ALL must subscribe to the same service
Technology

- Numerous solutions providers
- Different varieties and capabilities
  - Internal
  - External
  - Internal to external
- Value add-ons
  - Sustainability
  - Country of origin labeling
  - Supply chain efficiencies
  - Molecular tracking (really authentication)
- No “one-size-fits-all”
- Needs flexibility in adoption
Interoperability

- Islands of data
  - Syntax
  - Semantics
  - Accessibility

- Interoperability means
  - Ability to speak the same language
  - Understand the same words
  - Answer the same questions

- Interoperability does NOT mean
  - Ubiquitous access to data
  - Globally uniform data requirements
  - Loss of confidentiality, control or capability
Interoperability

Islands of Data

Supplier

- Ingredient A

Processor

- Product B

Customer

- Food C

Islands of Data with Bridges
What’s Next?

- Regulatory Roadmap
- Industry Initiatives
- Consumer Concern
- Footprint Forward
Publications

• Journal of Food Science special issue: Making Traceability Work
  http://www.ift.org/gftc.aspx
Thank You
Discussion Questions

Internal versus External
Discussion Questions

Technology versus Process
Discussion Questions

Benefits versus Costs
Discussion Questions

Industry versus Regulatory Consumers
Discussion Questions

Seafood versus Other Foods
Discussion Questions

Small versus Large
Discussion Questions

Paper versus Electronic
Discussion Questions

Opportunities versus Challenges