Presentation Outline

- Introductions
  - Who am I?
  - Who is GFTC?
  - What is traceability?

- Regulatory Environment
  - Traceability drivers
  - US FSMA

- Conclusion
The Institute of Food Technologists - IFT

What We Do

- IFT Annual Meeting & Food Expo
- Publications
  - Journal of Food Science
  - Journal of Food Science Education
  - Comprehensive Review in Food Science and Food Safety
  - Food Technology
  - IFT Press Books
  - Newsletters

- Continuing Education and Professional Development
  - Webinars
  - Short courses
Introductions:
Global Food Traceability Center

GFTC Sponsors

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Introductions:
Defining Traceability

Defining Traceability

Trace“ability” T“race”ability Traceabi“lity”
Defining Traceability

- "Trace"ability"

- Traceability is NOT just recall
  - How do you find points of convergence when much is unknown?

- A single company doesn’t have whole-chain traceability – but is a critical piece of the puzzle!

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

Olsen and Borit, 2013
Defining Traceability

- Food Protection
  - Holistic Approach
- Food Defense
  - Intentional Contamination
- Food Safety
  - Unintentional Contamination
- Food Sustainability
  - Food productivity
- Food Security
  - Food accessibility

Defining Traceability

- Causality
- Visibility
- Trust
- Agility

Food Safety and Defense

Prevention

Preparedness

Response

Recovery
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Regulatory Environment: Policy Drivers

The Complexity of the Food System

- Tomatoes: While the U.S. produces most tomatoes, Mexico accounts for 73% of tomato imports, and Canada accounts for 27%.
- Anchovies: 58% of all anchovies are produced in Peru, while 23% are imported from Argentina, Ecuador, Spain, and Italy.
- Cheese: 4 of the top 10 cheese producers in the world are in Europe, and 3 are in the U.S. (U.S., Netherlands, and Italy).
- Mushrooms: 1% of all mushrooms are grown on farms in the U.S., with 99% imported from China, Russia, and South Korea.

Regulatory Environment: Consumer Drivers

- Consumers are more vocal
  - Demand for rapid access to reliable and relevant information whenever they need it
- Demands for organic, non-GMO, local, sustainable...
Regulatory Environment: Consumer Drivers

Source of images: Bing

Regulatory Environment: Policy Drivers

- Overlapping and conflicting demands from national regulators
Regulatory Environment: Policy Drivers

- Lack of unifying requirements
  - Changing regulatory demands around the world
  - Multiple proprietary requirements
  - Terminology

- Lack of records
  - Data is simply not available, or is difficult to collect
  - Is the data
    - Reliable?
    - Relevant?
    - Rapidly accessed?
Regulatory Environment: Policy Drivers

- Lack of (understanding) technology
- Technology is part of the problem
- Technology is a part of the solution

Regulatory Environment: Technology Drivers
Regulatory Environment:
US Food Safety Modernization Act (FSMA)

- Section 103: Hazard Analysis and Risk Based Preventive Controls
- Section 105: Standards for Produce Safety
- Section 106: Protection Against Intentional Adulteration (Food Defense)
- Section 204: Enhancing Tracing and Tracing
- Section 301: Foreign Supplier Verification Program
Regulatory Environment: FSMA Section 204 – Pilot Recommendations

- Uniform requirements
- Key Data Elements (KDE) for Critical Tracking Events (CTE)
- Product tracing plan
- Support existing industry-led initiatives
- Clearly/consistently articulate data needs during outbreaks

Regulatory Environment: FSMA Section 204 – Pilots Recommendations

- Standardized, structured, and electronic reporting of data
- Accept data in summary form
- If available, utilize data for more than one up in the supply chain
- Adopt a technology platform for data analysis
- Coordinate investigations with agencies and external SMEs
Regulatory Environment: FSMA Section 204 - Next Steps

- Report to Congress
  - Will include IFT’s Report

- Establishment of High Risk Foods
  - Proposed rule will only apply to high risk foods

- Proposed Rule for Additional Recordkeeping Requirements
  - Will hold 3 public meetings for input

- Final Rule
  - Waiting for proposed rule to be published

- Implementation and compliance
  - Probably tiered for very small to large firms

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Conclusion

- **Traceability Landscape is changing…**
  - Drivers
    - Individualized preferences
    - Louder voices
    - Technological changes
  - Regulatory
    - Impact on public health
    - Prevention versus response
    - New mandates on the horizon
  - Packaging Strategies
    - Information transparency versus overload
    - Ubiquitous innovations
    - Revolutionary versus evolutionary

[Additional content not shown]

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Thank you.