A Message from the Director

As we approach the end of the fourth year of existence for the Global Food Traceability Center, we are energized by the momentum and impact these past four years have generated.

What started out as a global go to resource for food traceability has turned into a research, education, and training power house on all things related to food traceability. Through collaboration and partnerships as well as the numerous grants we have received, we could impact thousands of stakeholders and work with hundreds of companies to evaluate and improve their food traceability capabilities. This is especially true for small to midsized enterprises in developing countries such as south east Asia and central America. And if you accept the world view that our current food system is truly global, this work has been a win-win for everyone involved!

Starting with the strategic planning breakfast at IFT’s annual event in Las Vegas this year, I am now excited about the future possibilities for the center as it transitions from articulating why traceability is important to how traceability can be implemented and leveraged across supply chains. From blockchain to whole genome sequencing, there is also a renewed focus towards innovation and anticipatory foresight so GFTC can serve as a forward-looking think tank in service of our stakeholders. I want to take a moment to thank our sponsors, Advisory Council members, partners, and IFT members for all their support over the past 4 years and look forward to expanding our engagement and sphere of influence even further during the next phase of GFTC!

Project Updates

GFTC Glossary of Terms now online!
GFTC is continually active in its mission to become the global resource and authoritative voice on food traceability. In one of our efforts to meet this goal, we are proud to announce the ‘Glossary of Terms’ section on the GFTC website. This page provides definitions to commonly used terms relating to traceability and providing clarity on those that are commonly misused. Check out the glossary here and let us know if you feel there are additional terms that should be added and feel free to pass it on to others or use it as a resource.

GFTC Hosts Strategic Planning Breakfast at IFT17
In late June, GFTC hosted a closed Strategic Planning meeting with its Advisory Council at IFT17. The purpose of this meeting was to discuss and brainstorm the future ambitions, projects, and initiatives of the Center. The discussion was well attended and members were active in sharing their thoughts and ideas, contributing to a lively discussion. Be on the lookout for updates and news from GFTC as we work to incorporate feedback to make GFTC the most influential it can be.
The GFTC Advisory Council attends a strategic planning meeting at IFT17, in Las Vegas, NV.

**Global Outreach**

**Check out where GFTC has been lately!**

**DuPont Insight Series on the Digital Transformation of the Global Food Supply**
By invitation only

**Codex Alimentarius Commission**
Geneva, Switzerland – July 17-22, 2017

**IAFP Annual Meeting**
Tampa, FL – July 9-12, 2017

**IFT17**
Las Vegas, NV – June 25-28, 2017

**GS1 Connect**
Las Vegas, NV – June 20-22, 2017

**Seaweb Seafood Summit**
Seattle, WA – June 5-7, 2017

**Food Safety Summit**
Rosemont, IL – May 8-11, 2017

**Seafood Expo Global**
Brussels, Belgium – April 25-27, 2017
Visit GFTC at These Upcoming Events!

United States Roundtable on Beef Sustainability
By invitation only

**Our Ocean**
Malta – October 5-6, 2017

**Nigerian Institute of Food Science and Technology (NIFST) Annual Meeting in October 2017**
Abuja, Nigeria – October 22-25, 2017

**China Fisheries & Seafood Expo 2017**
Qingdao, China – November 1-3, 2017

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Traceability in the News

**CSIRO’s Food & Agribusiness Roadmap looks at emerging technologies to drive future growth**
Technology could provide solutions to issues in traceability and provenance, food safety and biosecurity and help SMEs obtain market intelligence.

**Countries urged to reap benefits of food trade by engaging in standards setting**
Participation in the development of international food standards for trade is essential if countries are to reap the benefits of booming global trade and prepare for imminent technological changes, according to a joint publication issued by the UN’s Food and Agriculture Organization (FAO) and the World Trade Organization (WTO) on 12 July.

**Foodservice GS1 US standards initiative workgroups evolve to focus on implementation and operational efficiencies**
GS1 US® has introduced a new structure for the Foodservice GS1 US Standards Initiative workgroups for 2017 focused on transitioning from basic standards adoption to establishing and sharing GS1 Standards implementation best practices for the foodservice industry.

**Brands go for ethical certification to protect reputation, not maximise profits**
Food manufacturers sign up to traceability schemes like Fairtrade and Certified Sustainable Palm Oil (CSPO) to improve their supply chains and traceability rather than bump up the price of their profits and score marketing points, according to new research conducted in Italy.

**Global Food Traceability Market Research Report 2017-2022**
Global Food Traceability Market Report 2017 is a professional and deep research report in this field. For overview analysis, the report introduces Food Traceability basic information including definition, classification, application, industry chain structure, industry overview, policy analysis, and news analysis, etc.

**Food safety in a “foodie” culture: proactively protecting the foodservice supply chain**
Whether it’s celebrating a milestone birthday or taking a casual cruise through the drive-thru, Americans prefer dining out over cooking a meal at home for the first time in history.

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Partner News

**Walmart and IBM recently completed two proof-of-concepts utilizing blockchain technology to track food from farm to store**

In October 2016, Walmart and IBM announced that they would be conducting two proof-of-concepts (POCs) to demonstrate that blockchain technology could provide a viable solution to trace and authenticate food from farm to store with speed and precision. The two POCs focused on different elements of the blockchain solution; traceability and authenticity.

**Mangos and Traceability** - One of the key features Walmart and IBM wanted to prove was the ability to quickly
obtain visibility of a product from farm to store. Obtaining product removal information in a matter of seconds would be invaluable to public safety. To prove this feature, Walmart and IBM used Blockchain technology to trace mangos from farms in Mexico to two stores in North America. The result was a steep reduction in time to trace mangos from 7 days to 2.2 seconds. Mangos were chosen for two reasons. First, the produce supply chain is one of the most complicated supply chains in the food system. Second, produce is one of the most frequent vehicles linked with foodborne outbreaks. The ability to accurately pinpoint and remove product immediately after becoming aware of a food safety issue could prevent illnesses and lessen the likelihood of erroneously implicating unaffected sources.

**Pork and Authenticity** – Food fraud is increasingly being identified and consumers are aware of this trend. Proving that this technology could be used to demonstrate confidence in authenticity was equally as important as proving traceability. A POC was conducted in China that demonstrated how confidence in the authenticity of pork and the respective records could be increased.

**Key Learnings and Next Steps** – The blockchain POCs demonstrated that it is possible to create a digital, interconnected view of the food system from farm to store (not partial or limited visibility) all while enabling stakeholders to share data and create shared value. In short, the POCs demonstrated that blockchain technology could facilitate transparency, shared value, and collaboration in the food system.

**Walmart and IBM are currently pursuing traceability and authenticity using blockchain technology with additional products and partners.**

**Food Protection and Defense Institute Launches Partnership Program**

The Food Protection and Defense Institute launched their Partnership Program in early July. Becoming a Partner with FPDI, allows companies to rapidly access information, expert opinions, tools, research, and best practices to help comply with the Food Safety and Modernization Act's intentional and economically motivated adulteration regulations, assure brand protection, and enhance supply chain preparedness and resiliency.

**Benefits of the Partnership include:**

- Facilitates FSMA compliance through shared experience and knowledge from internationally recognized food protection and defense experts and a global consortium of researchers, governmental authorities, non-governmental organizations, and practitioners representing every component of food production and distribution from farm to fork
- Affords access to a unique suite of tools, customized consultation, and training programs designed to assist organizations in developing and implementing food defense plans and programs
- Provides insight on protecting an organization's supply chains, production systems, and brand integrity from disruption by economically motivated or intentional adulteration based on current and projected needs and requirements

The Partnership is open to food and ingredient suppliers, processors, and manufacturers; food retailers, food service and restaurants; food equipment manufacturers, and other organizations directly supplying products or services to the food industry.

More information: [https://foodprotection.umn.edu/partnership](https://foodprotection.umn.edu/partnership)

**About GFTC**

The GFTC desires to **become the global resource and authoritative voice on food traceability** by serving all aspects of the food system - from agriculture to the consumer – through the generation of knowledge in research gaps, delivering applied research, objective advice and practical expertise about data collaboration and food product traceability for private benefit and public good. Find out more about GFTC at [http://www.globalfoodtraceability.org](http://www.globalfoodtraceability.org).

**About IFT**
Founded in 1939, the Institute of Food Technologists is committed to advancing the science of food. Our non-profit scientific society—more than 17,000 members from more than 90 countries—brings together food scientists, technologists and related professionals from academia, government and industry. For more information, please visit ift.org.

Pass it On

Have a contact who might be interested in GFTC? Feel free to pass on our newsletter!

Ask a Question

Have a burning question about traceability you need answered? Want to give a suggestion to improve the work being done by the Center? Feel free to email us at traceability@ift.org.

A huge thank you to all our sponsors for their commitment and support of the Center – find out more about them here: http://www.ift.org/gftc/advisory-council-and-sponsors.aspx.