A Message from the Director

As we begin the New Year, it is tempting to reflect on the past year of accomplishments and dream about the future of endless possibilities. Yet, I would like to take this opportunity to take a moment for the present. We have come a long way since the start of the Center with the support of our sponsors and stakeholders; we are now at a tipping point where products, places and people have come together to enable traceability, as evidenced by the numerous meetings, conference and events we have attended. We are at a crucial milestone today as we transition from creating awareness and understanding of traceability into delivering implementation and impact from traceability. The publication of the interoperable traceability issues brief is a great example of this transition. As proud as I am of the work we have completed, I am perhaps more excited about the challenges we need to overcome ahead – designing an architecture for globally interoperable food traceability is a daunting task! Thankfully, knowing that we have some of the best minds in the world working on solving these problems, I can only be optimistic about the impact the GFTC will be making in the coming year.

Welcome!

We would like to welcome two new members to the GFTC Advisory Council, Dr. John Spink and Brian Sterling.

Dr. John Spink is the founder and director of the Food Fraud Initiative at Michigan State University where he also serves as Assistant Professor in the College of Veterinary Medicine. Dr. Spink’s research areas focuses on numerous topics including Traceability and Supply Chain Optimization and IPR Related Trade Policy, Public Policy, and Standards Development.

Brian Sterling has recently transitioned from his position of Director of GFTC to Safe Food Canada: The Learning Partnership, where he now serves as President and CEO. Safe Food Canada is non-profit dedicated to enhancing food safety by establishing a set of competencies for all food workers in Canada. Brian’s efforts with the organization will bring together industry, academia, and governments across the country to work towards building a stronger food safety system.

We look forward to having John and Brian as part of the GFTC Advisory Council!
Project Updates

**Project to Develop an Interoperable Seafood Traceability Technology Architecture Issues Brief**
Since May 2015, GFTC has worked with 4 technical advisory groups to aid in the development of an issues brief that provided preliminary research on traceability gaps within the seafood sector. The brief details the importance of effective information sharing and reflects the need to establish a global, secure, interoperable system for seafood traceability. Without the time, effort, and collaboration of numerous technical advisory group members, this brief would not have been possible. We are incredibly grateful for those that aided in producing this document. Recently, the brief was accepted into the peer reviewed scientific journal, Comprehensive Reviews in Food Science and Food Safety (CRFSFS), and is currently available for viewing. The brief will be published officially in March 2016. We encourage you to take a look at the brief either on the CRFSFS website, or via the new CRFSFS app.

**Moore Project – Phase II**
With the submission and acceptance of the Interoperable Seafood Traceability Technology Architecture Issues Brief, the Moore Project is moving onward towards phase II. The need now exists to produce materials that industry stakeholders can utilize to improve traceability practices, which in turn will benefit individual businesses and the wider industry. This portion of the project will begin with the establishment of a technical advisory group that will aid in the proposal of solutions to technological issues that will be encountered between disaggregated information and communication systems. These solutions will not only benefit the seafood industry, but should be applicable to other industries as well, and will provide a platform for other industry segments to build upon in the creation of their own traceability systems.

**Food Protection and Traceability Project**
The Food Protection and Traceability Project aims to demonstrate how, why, and where food traceability contributes, supports, and fits into the bigger picture of global food management systems in order to enable key stakeholders to better understand the role that traceability plays. All research for this project has been concluded and the draft of the manuscript is nearing completion. Once the manuscript has been completed, it will be submitted for publication. We look forward to using the research to develop education and training, helping to spread traceability awareness around the globe.

Global Outreach
GFTC has been busy! Check out where we've been and where we're going!

**PI Boston**
Boston, MA – November 17–18, 2015

**China Fisheries and Seafood Expo**
Qingdao, China – November 4–6, 2015

**China International Food Safety and Quality Conference and Expo**
Beijing, China – November 4–5, 2015

**Chinese Institute of Food Science and Technology 2015 Food Summit**
Dalian, China – October 20–22, 2015

Sustainable Seafood Forum 2015 in Qingdao China
Visit GFTC at These Upcoming Events!

**Future of Fish Traceability Workshop**  

**SeaWeb Seafood Summit**  
St. Julian’s, Malta – February 1–3, 2016

**9th International Forum on Illegal, Unreported and Unregulated Fishing**  

**67th Pacific Fisheries Technologist Conference**  
Blaine, WA – February 21–24, 2016

**GFSI Global Food Safety Conference**  
Berlin, Germany – February 29–March 3, 2016

**Seafood Expo North America**  
Boston, MA – March 6–8, 2016

**Food Safety: Increasing Quality and Compliance Conference**  
Arlington, VA – March 17–18, 2016

**Southern California Institute of Food Technologists Section Meeting**  
Anaheim, CA – April 19–21, 2016

**Seafood Expo Global**  
Brussels, Belgium – April 26–28, 2016

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**Traceability in the News**

**Announcing the Launch of Food Fraud Vulnerability Assessment Tool**  
SSAFE, in partnership with the University of Wageningen RIKILT, the Free University of Amsterdam and PwC, has developed a free tool with a clear, robust, and effective methodology to help food companies undertake food fraud vulnerability assessments.

**New SmartLabel™ Initiative Gives Consumers Easy Access to Detailed Product Ingredient Information**  
An innovative SmartLabel™ technology initiative has been announced by leading food, beverage and consumer products companies that will enable consumers to have easy and instantaneous access to detailed information about thousands of products, with more than 30 major companies already committed to taking part in the transparency initiative.

**Adelaide Company Releases ‘World First’ Food Traceability App**  
A food traceability app that allows consumers to instantly trace the origin and safety of food products they are buying on their smartphone or tablet is to be released on the market early in 2016 by Adelaide’s Beston Global Food Company.
**Food for Thought - A Guide to Food Terminology**
The U.S. food system is one of our top critical infrastructures and proper terminology needs to be used when referring to different aspects of food protection. Here’s a quick guide to food terminology to showcase how complex protecting our food supply can be.

**Food Traceability Tool Developed in New Zealand Uses QR Codes**
A traceability system developed in New Zealand uses Quick Response (QR) codes so consumers with smartphones can have an easily accessible history of the source and status of an item, whether it happens to be a dairy product, a car, or any other merchandise.

**USDA Finalizes New Ground Beef Traceability Rule**
USDA FSIS has published a new final rule intended to improve its ability to determine the source of foodborne illnesses linked to ground beef.

**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](http://www.ift.org/gftc/advisory-council-and-sponsors.aspx).

**Check us out!**
Don’t forget to check out the GFTC website for more information about our initiatives, projects and resources. You can find us at [http://www.globalfoodtraceability.org](http://www.globalfoodtraceability.org).

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

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Email overload?
We understand. If you would like to stop receiving this newsletter, please forward this email to traceability@ift.org with UNSUBSCRIBE in the subject line.