



FOOD SCIENCE & INNOVATION CONFERENCE 2012

FEBRUARY 27-29, 2012 | GUADALAJARA, JALISCO, MEXICO

Short Course: Creating a Successful Product Tracing Initiative for Your Company

Overview

Like other parts of the food system, the produce industry strives to deliver safe, nutritious products to consumers. However, occasionally produce is implicated in an outbreak of foodborne disease. In these instances, you must know where in the supply chain your product is and has been. In this workshop, you will equip yourself with an enhanced understanding of the importance of product tracing in the supply chain in the context of overall food safety systems, gain a better understanding of current global regulatory requirements for product traceback and learn the elements needed to create a product traceability plan.

Outline

- Understand how the new food safety law in the United States will impact your company's export activities
- Better understand how good agricultural practices fit in to your overall food safety management plan
- Identify key elements to a successful product tracing plan
- Identify available technologies to help you with your company's product tracing initiatives
- Understand industry initiatives in produce traceability

Speakers

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