TRACEBACK: THE FUTURE OF FOOD TRACEABILITY SYSTEM FOR EUROPE

Certification of traceability:
A tool and a guarantee for food producers

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WagrALIM

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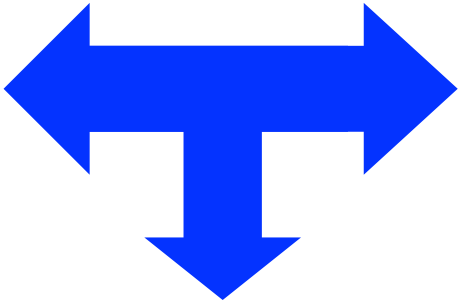
Why tracing?

Market

Farmers,
producers etc



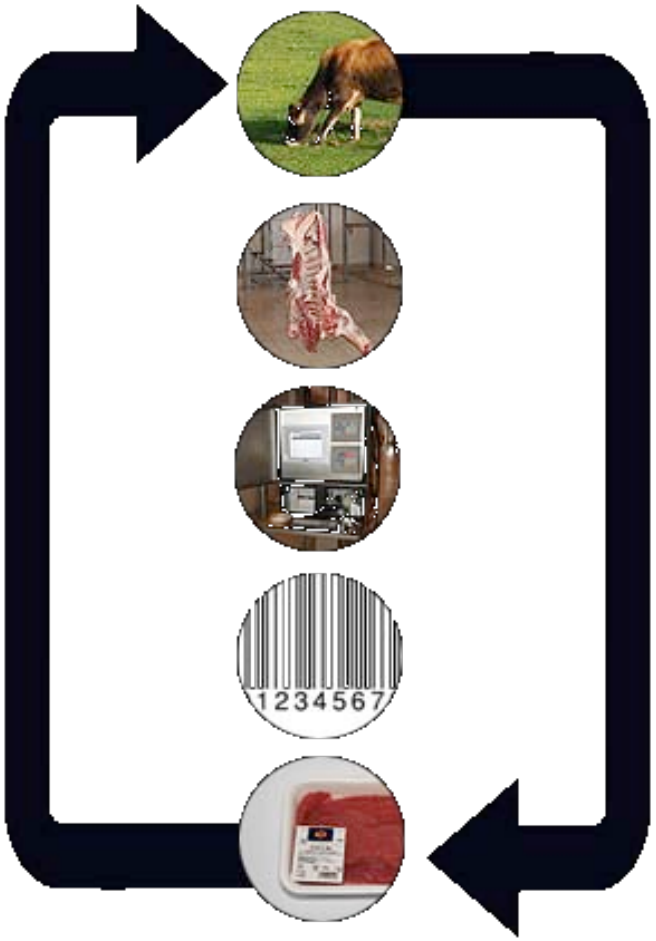
Consumers

Mandatory and voluntary schemes

Traceability is required by law: Reg. EC 178/02

- Traceability was imposed as an horizontal requirement to all food stakeholders, including primary production, since 2002 under Regulation 178/2002.

- The Regulation – and its related documents- defines the requirements for food operators but do not provide operating procedures.



Traceability as valorization tool: EN ISO 22005:2007

- The standard can be applied by organizations operating at any level of the food and feed chain and expects the implementation of the traceability system is functional to the objectives that the company aims to achieve.

- Traceability is not an aim in itself but a flexible tool used by all stakeholders in the food industry to achieve other objectives, such as:
  - Determine the origin of a product or ingredient
  - Facilitate the verification of specific information
  - Facilitate the recall or withdrawal.

Objectives- 1

- A traceability system itself is not fit to ensure the hygiene and safety of food and feed products, but each traceability system must be designed and managed to achieve the specific objectives that the company aims

Objectives- 2

- to support food safety and/or quality target;
- to meet customer specification(s);
- to determine the history or origin of a product(s);
- to facilitate the withdrawal and/or recall of product(s);
- to identify the responsible organizations in the feed and food chain;
- to facilitate the verification of specific information about the product(s);
- to communicate information to relevant stakeholders and consumers;
- to fulfill any local, regional, national or international regulations or policies, as applicable;
- to improve the effectiveness, productivity and profitability of the organization.

Traceability can be used as a tool to provide information outside (i.e.consumers / customers) but also as an internal instrument to manage some process or information that are useful for the company (eg. control of production costs, control of waste etc. ..)

A traceability system can improve:

•The use and reliability of information;

•The effectiveness and efficiency of the organization.

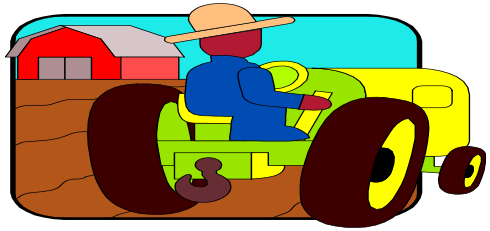
TRACEABILITY

Tool of guarantee for companies

LABELLING

Tool for transparency and communication with the consumer

The shift is from a general and anonymous connection to an explicit and personal relationship, that is essential for creating confidence



TRACEABILITY

THE AIM IS INSERT IN THE LABELS INFORMATIONS THE CONSUMER IS LOOKING FOR

IN THE CORRECT WAY……..!

Traceability as a marketing tool

Innovative ways to communicate traceability and information

Systems to avoid counterfeit and frauds are often also a tool of potential appeal in terms of marketing. Producers can decide what information or services should be available to consumers

SOME EXAMPLES

A “totem” could be placed in the sales area for reading the bar code and displaying real-time information on the individual product

TEXT MESSAGE BY MOBILE PHONE

QR CODE

- A QR Code is a matrix code (or two-dimensional code).
- QR = “Quick Response” is a code that allows fast decoding of its content that can be:
  - Text information (up to 4000 characters)
  - Link to a website that can display web pages and videos

QR CODE

- Applied on the label, it can be decoded using the camera of a mobile phone
- The consumer receives information on traceability or other information or videos
- Works with all types of mobile phones

Possible application of the QR CODE- food

Possible application of the QR CODE

RALPH LAUREN

Why certifying your business-1

- Because the added value relays in the fact that the evaluation of the product or business procedure is performed by a third party, independent from the company.

- Certification requires the maintenance of the promises made to all stakeholders.

Why certifying your business-2

- Because certification is linked to sustainability values. The certification process provides added value to the company which would be able to gain more confidence from its stakeholders.
- Certification is a dynamic and strategic tool for achieving business goals.
- The certification stands as a guarantee for the company and how it will respond to the market

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