Produce Traceability Initiative

Hunts Point Produce Terminal Annual Meeting

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Produce Traceability Initiative

PTI is a <u>voluntary</u> initiative created in 2007 by the <u>Produce Industry</u>; the growers, packers, shippers and buyers, to implement a more effective whole chain traceability process

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Produce Traceability Initiative (PTI)

PTI was created in response to the 2006 Spinach Crisis that had a huge ***human***, ***economic*** and ***consumer confidence*** impact

The 2006 Spinach crisis

proved that what was in place was not good enough for our industry

Traceability Today

One Step Down:
Where did you get it from?

One Step Up:
Who did you ship it to?
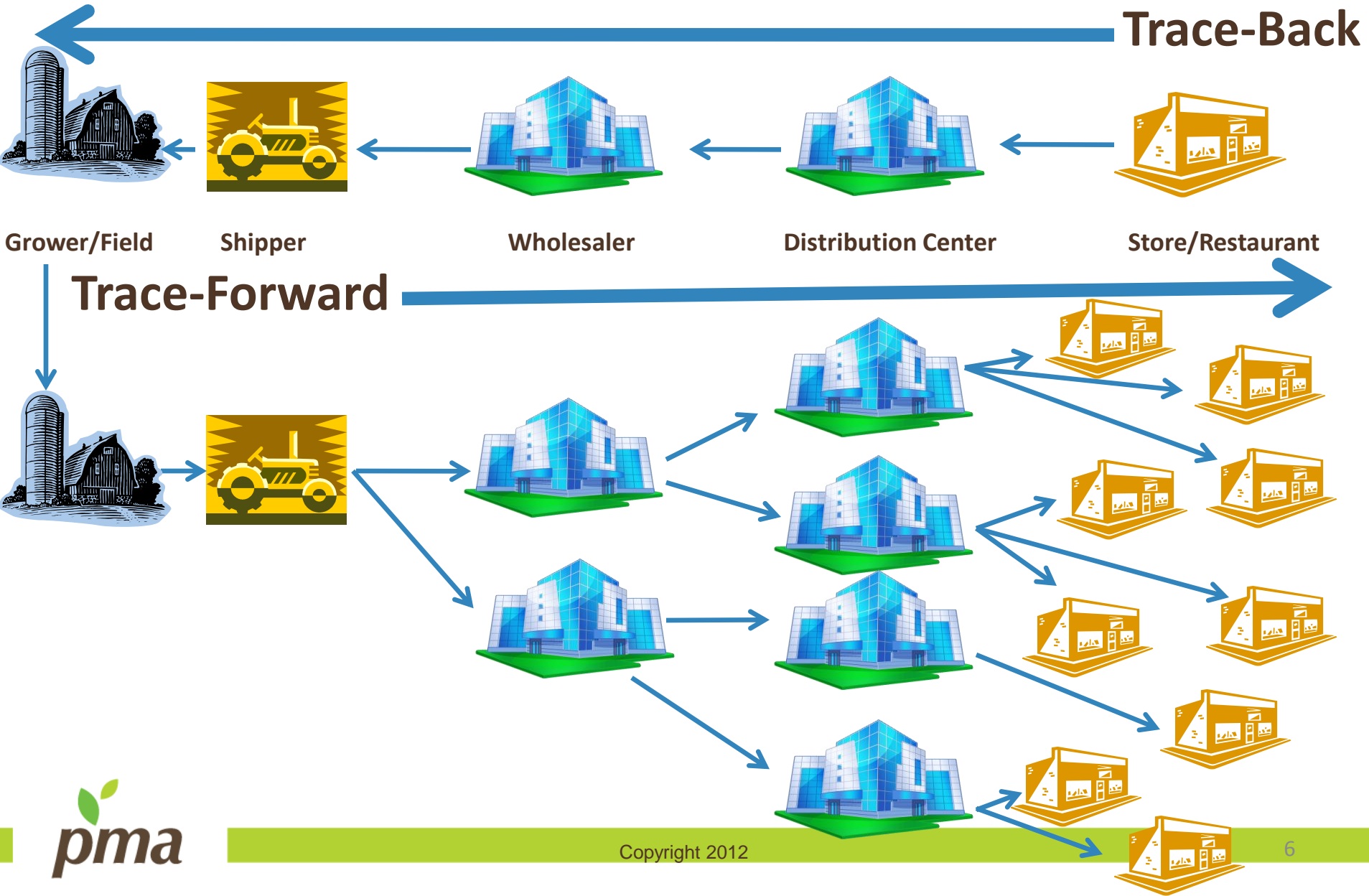
FDA challenges with Traceability Today

- There is no **common link or identifier** between supply chain partners for the FDA to use during a recall.

- Information required for a trace-back is not required to be stored electronically

Traceability Today

Trace-Back

Grower/Field   Shipper   Wholesaler   Distribution Center   Store/Restaurant

Trace-Forward

FDA Perspective

"We can prevent illnesses and reduce the economic impact to the food industry if we can more quickly determine what foods may be causing an outbreak and what foods can be eliminated from consideration"

Michael R. Taylor
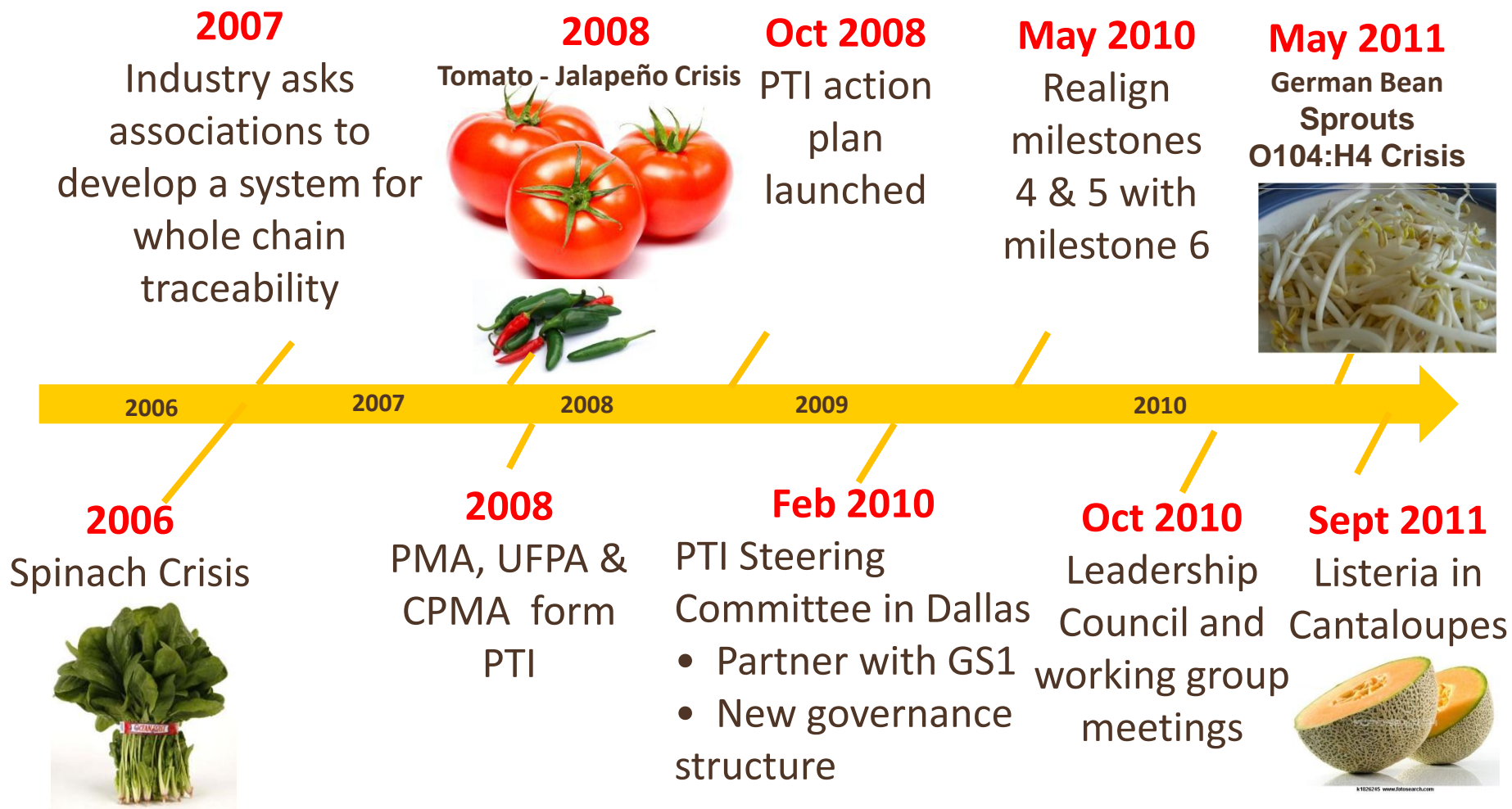
FDA Deputy Commissioner for Foods
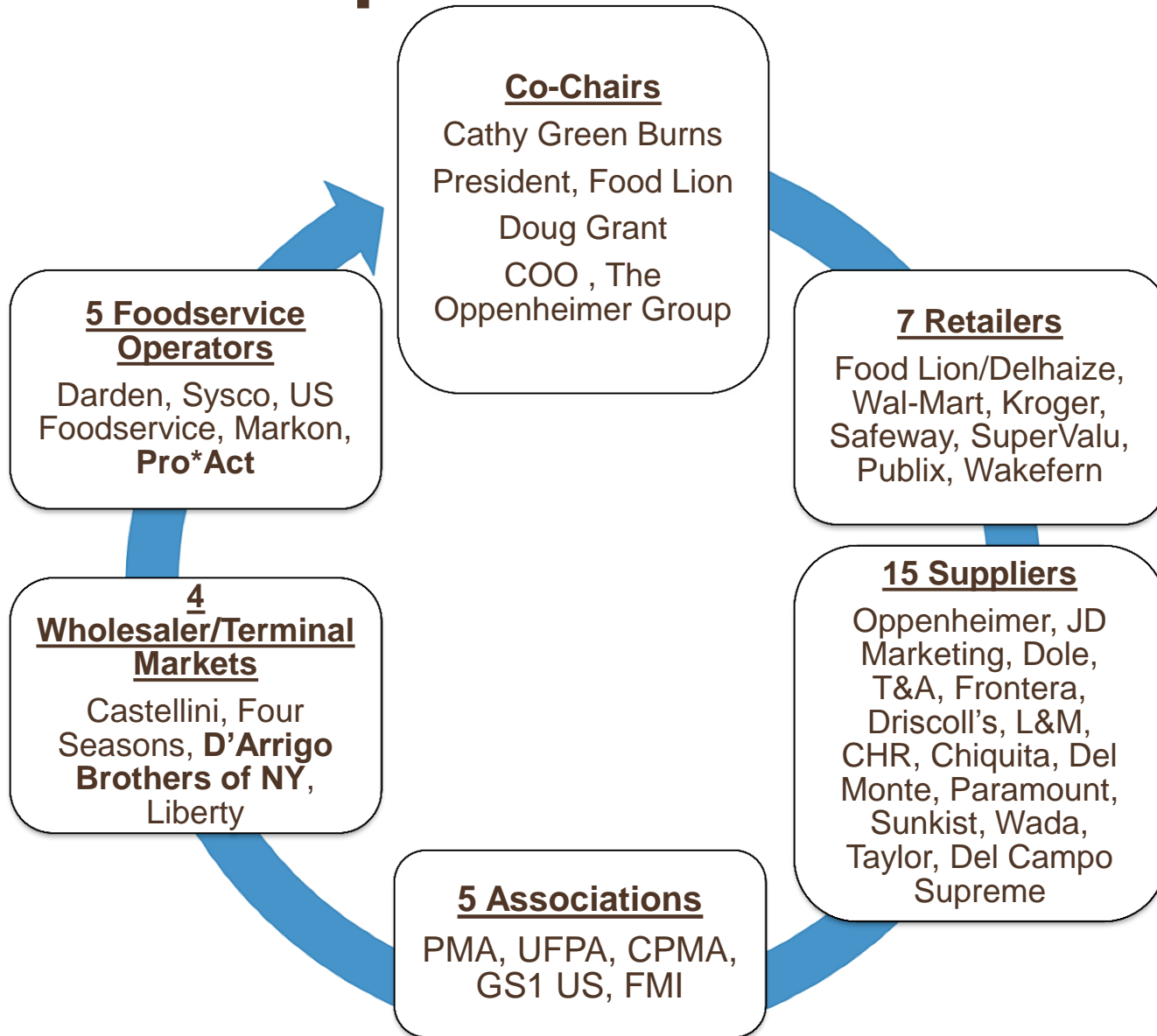
Food Safety Legislation Update

Traceability and Recordkeeping

- FDA required to improve the capacity to effectively track and trace food

- 2 pilots: 1 processed food and a tomato pilot
    - IFT to conduct the pilots
    - We need industry volunteers to participate

- Report on Traceability to Congress by July 4, 2012

Produce Traceability Initiative

2007
Industry asks associations to develop a system for whole chain traceability

2008
Tomato - Jalapeño Crisis

Oct 2008
PTI action plan launched

May 2010
Realign milestones 4 & 5 with milestone 6

May 2011
German Bean **Sprouts O104:H4 Crisis**

2006 2007 2008 2009 2010

2006
Spinach Crisis

2008
PMA, UFPA & CPMA form PTI

Feb 2010
PTI Steering Committee in Dallas
- Partner with GS1
- New governance structure

Oct 2010
Leadership Council and working group meetings

Sept 2011
Listeria in Cantaloupes

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PTI Leadership Council

Co-Chairs
Cathy Green Burns
President, Food Lion
Doug Grant
COO , The Oppenheimer Group

7 Retailers
Food Lion/Delhaize, Wal-Mart, Kroger, Safeway, SuperValu, Publix, Wakefern

15 Suppliers
Oppenheimer, JD Marketing, Dole, T&A, Frontera, Driscoll's, L&M, CHR, Chiquita, Del Monte, Paramount, Sunkist, Wada, Taylor, Del Campo Supreme

5 Associations
PMA, UFPA, CPMA, GS1 US, FMI

4 Wholesaler/Terminal Markets
Castellini, Four Seasons, **D'Arrigo Brothers of NY**, Liberty

5 Foodservice Operators
Darden, Sysco, US Foodservice, Markon, **Pro*Act**

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PTI Milestones

Milestone	Target Date
1: Obtain a Company Prefix from GS1	**2009**
2: Assign GTINs to Cases	**2009**
3: Provide GTIN Information to Buyers	**2009**
4: Show Human-Readable Information on Cases	**2011**
5: Encode Information in a Barcode	**2011**
6: Read and Store Information on Inbound Cases	**2011**
7: Read and Store Information on Outbound Cases	**2012**

Whole Chain Traceability

Why is this important to the Produce Industry?

- To reduce <u>Human</u> Risk by identifying the source and span of affected produce QUICKLY

- To reduce <u>Business</u> Risk by identifying quickly what product is <u>NOT</u> affected by recalls

- To increase consumer confidence in the Produce Supply Chain
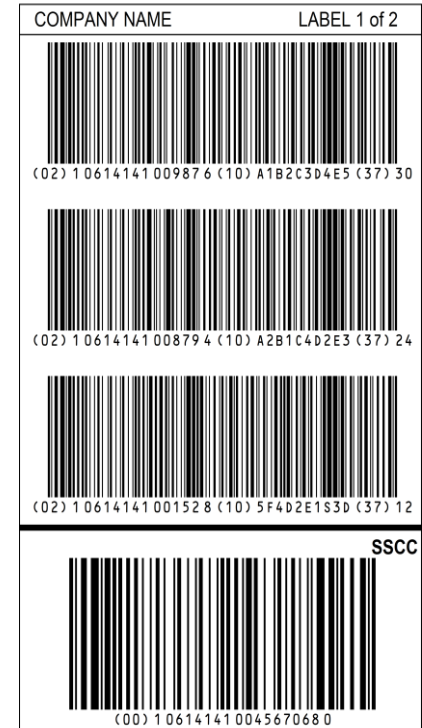
Why Implement PTI in your company?

Wholesalers and Distributors:

- PTI will reduce the economic impact of a recall to your company.

- You will be able to quickly prove to the FDA that you are **<u>NOT</u>** involved in a recall.

- Some of your customers will require PTI labeled cartons only.

PTI Tools

Tools have been developed to reduce impact on Receivers

- Hybrid Pallet Label
  - » Eliminates need to scan each case on receipt
  - » Will facilitate EDI / ASN

- Standardized case label
- PTI voice pick code

What does this mean for you?

- Scan or capture case level GTIN/Lot Number information on receipt
  - Scan Hybrid Pallet Label
  - Scan each case
  - Use pallet level ASN
  - Tie GTIN/Lot Numbers to your pallet license plate or receipt number
- Can this increase the <u>accuracy</u> of your produce receiving?
- Can this increase the <u>productivity</u> of your produce receiving?

What the PTI Is Not About

x It is <u>not</u> ITEM level Traceability

x It is <u>not</u> DataBar – for use on PLU stickers

x It is <u>not</u> about throwing away or replacing your current traceability systems

What the PTI Is Not About

x It is <u>not</u> a central repository of

   traceability data

x It is <u>not</u> "Farm to Fork"

x It is <u>not</u> scanning at store/foodservice operation

level

What the PTI Is Not About

x It is <u>not</u> a program for only the large growers

x It is <u>not</u> about buyers punishing the growers

x It is <u>not</u> about making the Retailers and

Distributors more efficient at the cost of the Grower /

Shippers

x It is <u>not</u> about squeezing out the small growers

What the PTI Is

✓ It <u>is</u> about labeling the case/carton/bag/bin at time of packing

Oranges
Valencia   10-4lb BAGS

(01)12345678012319
(10)ABCDEFGHIJ12   63 **61**

✓ It <u>is</u> about Whole Chain Traceability

✓ It <u>is</u> about reducing the impact of recalls on the entire produce industry

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What the PTI Is

- ✓ It <u>is</u> about reducing the risk to your business

- ✓ It <u>is</u> about reducing the time it takes to perform whole chain trace-back and trace-forwards

- ✓ It <u>is</u> about the industry leading the government

- ✓ It <u>is</u> about maintaining and increasing consumer confidence in the produce they eat

How do I implement PTI in my business?

1. Form a cross functional PTI project team within your company

   • [Traceability Frequently Asked Questions](#)

2. Choose a technology partner, if required, to implement case and pallet labeling of product packed by your company

   • [Guidance on Choosing a Technology Provider](#)

How do I implement PTI in my business?

3. Determine if your company will require a GS1 Company Prefix for Private Label, Repacking or labeling product at receipt.
   - Note: If your company uses multiple co-packers for the same GTIN, you should develop a lot numbering schema to differentiate packers.
   - [Obtain Company Prefix](#)
   - [PTI Private Label BP](#)
   - [PTI Repacking/Commingling BP](#)

How do I implement PTI in my business?

4. Assign case Global Trade Item Numbers (GTINs) to all of your fresh produce products for your private label (company) brand(s).

- Note: A Global Trade Item Number is a globally unique product identification number based on GS1 Standards.

- Assign GTIN Numbers

- Best Practices for Preparing to Assign GTINs

- GTIN Check Digit Calculator Data Synchronization Template

How do I implement PTI in my business?

6. Request your trading partners provide their GTINs for all fresh produce products shipped to your company that are not your brand(s)

- Data Synchronization Worksheet Example
- Data Synchronization Template

How do I implement PTI in my business?

7. Input your Suppliers GTINs and related attribute information into your master item data file.

   - Note: Your company will need to develop and communicate a process for updating, adding and deleting GTIN and related attribute information.
   - Data Synchronization: Grade Codes
   - Data Synchronization: Commodity and Variant Codes
   - Data Synchronization: Growing Method Codes
   - Data Synchronization: Units of Measure Codes
   - Data Synchronization: Package Type Codes
   - Data Synchronization: Country of Origin Codes
   - Data Synchronization: Worksheet Example
   - Data Synchronization Template

How do I implement PTI in my business?

8. Request GS1 barcodes on all products received from shippers of fresh produce cases to your company

    - Show Human-Readable Information on Cases

    - Encode Information in a Barcode

    - Best Practices for Formatting Case Labels

9. Implement capturing GTIN and Batch/Lot Number information on Inbound shipments

How do I implement PTI in my business?

10. Engage in a pilot with a trading partner to validate your PTI implementation

    - PTI Pilot Project Sign-up Sheet

11. Monitor your inbound supplier compliance for Case and Pallet labeling. Provide feedback to suppliers who are non-compliant.

12. Capture GTIN and Batch/Lot Number information on Outbound shipments to your customers
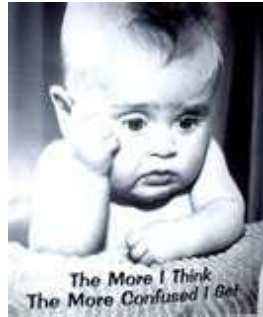
    - Read and Store Information on Inbound Cases

Now what?

- Do not *fear* PTI, embrace it

- Keep it simple

- Do not over think it

- Do not wait until the end of this year to start looking at implementing PTI
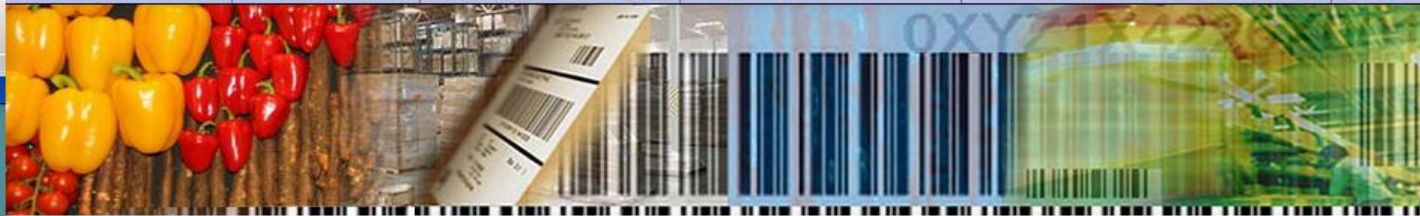
Now what?

- Evaluate your current state

- Determine the best implementation approach for your business

- Start today!

The PRODUCE TRACEABILITY INITIATIVE

The PTI vision:
Supply chain-wide adoption of electronic traceability
for every case of produce by the year 2012.

PTI Action Plan Implementation Toolkit

To help you achieve the PTI's vision within your company, we have assembled all the tools you need right here in this website. Below are the seven milestones to implementation as identified in the PTI Action Plan, along with implementation resources specific to each milestone. In addition to the milestone-specific resources found on this page, also visit the Resources & Tools page for additional resources.

About PTI 📄   **Action Plan** 📄   **FAQs** 📄

☑ #1 **Obtain Company Prefix** 📄
Complete by: 1st Quarter 2009

☑ #2 **Assign GTIN Numbers** 📄
Complete by: 1st Quarter 2009
Brand owners will assign 14-digit GTINs to every case configuration.
Best Practices for Preparing to Assign GTINs (January 2012) 📄

☑ #3 **Provide GTIN Information to Buyers** 📄
Complete by: 3rd Quarter 2009
Brand owners will provide their GTINs (and corresponding data) to their buyers.

DST Commodity and Variant Codes (December 2011) 📄

DST Grade Codes (December 2011) 📄

DST Growing Method Codes (December 2011) 📄

DST Country of Origin Codes (December 2011) 📄

DST Unit of Measure Codes (December 2011) 📄

DST Package Type Codes (December 2011) 📄

Got PTI questions?
Our new webcasts have answers!

The PTI's fall 2011 webinars are now available as webcasts! You can replay them right here on the PTI website. These event recordings are designed to answer your questions about the initiative, and to help you implement PTI within your company. Six topics are covered, so you can choose the topics that are right for you.
Watch webcasts here.

Recent Updates

Site last updated February 2, 2012

Resources: February 1, 2012
Data Synchronization: Growing Method Codes 📄

Resources: February 1, 2012
Data Synchronization: Grade Codes 📄

Resources: February 1, 2012
Data Synchronization: Commodity and Variant Codes 📄

Resources: January 20, 2012
Best Practices for Product Substitutions 📄

See complete list of Updates

Questions?