



Product Tracing Systems for Fresh Produce

FDA Public Meeting

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**Produce
Marketing
Association**

The need for action

- ❖ **Over 900 product recalls in 2007 and 2008**
- ❖ **Produce outbreaks:**
 - **1400+ illnesses: hot peppers/tomatoes (?)**
 - **51 illnesses: cantaloupe**
 - **3 deaths, 200 sick: bagged spinach**
 - **183 illnesses: tomatoes**
 - **80 illnesses: lettuce**
 - **70 illnesses: lettuce**



Produce Traceability Initiative

- ❖ **Sponsored by PMA, CPMA, UFPA**
- ❖ **41 participating companies including:**
 - 9 foodservice companies
 - 13 retailers
 - 19 grower-shippers
- ❖ **6 additional participating trade associations**
 - FMI, NGA, NRA, IFDA, CCGD, CHC
- ❖ **Five meetings in 2008, resulting in an Action Plan**



Endorsed by 36 Organizations as of 10-7-08

Amerifresh	Ballantine	C.H. Robinson	Consumers Produce
Domex Superfresh	Driscoll's	Duda Farm Fresh Foods	Food Services of America
Food Lion	Fresh Express	Fresh Innovations	Friedman's Freshmarkets
Frontera Produce	H-E-B	IFDA	Kroger Co.
L&M Companies	Mann Packing	NGA	Naturipe Farms
Oppenheimer	Pandol Bros.	Pro*Act	Procacci Brothers
PMA	Safeway	Schnuck Markets	Supervalu/W. Newell
Sysco Corp.	Tanimura & Antle	Tom Lange	United Fresh
U.S. Foodservice	Unipro	Wal-Mart	Wegman's



Initiative mission

To create an Action Plan for the produce industry to adopt an effective whole chain traceability program by incorporating the use of common standards to serve as the linkage between internal traceability programs.



Resulting work

- ❖ More than 50 reps at each of five meetings
- ❖ Agreed on using GS1 as standard
- ❖ Agreed on a means of public declaration
- ❖ Agreed on the formation of best practices
- ❖ Agreed on timelines and milestones



Resulting work

- ❖ **Agreed on creation of Best Practices**
 - **Case labeling (complete)**
 - **Pallet labeling (pending)**
 - **Synchronization (pending)**
 - **Outbound capture of information (pending)**
 - **Will create a dedicated website**
- ❖ **Continue conversations on item level**
- ❖ **Begin education and outreach**



Case labeling – best practices

- ❖ Minimize the amount of information shown on the label, thus reducing label size
- ❖ Accommodate multiple box sizes
- ❖ Agree to what information is necessary on the label
- ❖ Determine what should be on the label vs. what should be shown on the box



CASE label

Best Practice #1:

Supplier information should already be shown on box. Show supplier information on same facing as label.

Best Practice #3:

Commodity and Further Description (e.g. Variety, Variety Group, Color) to appear on label. Otherwise, must be printed or stickered on the same facing as the label.

Best Practice #4:

Pack configuration to appear on label. Otherwise, must be printed or stickered on the same facing as the label.

Best Practice #2:

Country of Origin should be printed directly on the box or stickered on the same facing as the label.

Pack/Harvest/Batch Date:

Optional field based upon Input from the August 20th Meeting.

Lot #:

Eliminate as it is already shown below the barcode. Must educate personnel to look directly under the barcode for key traceability information.

Fresh Products 1000 Produce Blvd Orlando, FL. 81111 (800) 55-1112	Product of USA Florida
ORANGES Valencia	Pack Date: 02/22/08
	Lot # 022208ABC
10 - 4 LB BAGS	
	
(01) 10614141000415	(10) 022208ABC

GTIN

Lot #



CASE label

ORANGES Valencia	10 - 4 LB BAGS
	
(01) 10614141000415 (10) 022208ABC	



The GS1 standards

- ❖ Used in 145 countries worldwide, by more than 2 million companies in over 25 industries
- ❖ Has standards for:
 - Product identification (e.g. UPC, GTIN)
 - Asset identification (e.g. AIN)
 - Location identification (e.g. GLN)
- ❖ Already used by every retail operation using a UPC on packaged goods



Traceability Definitions

- ❖ **Internal Traceability = data/processes companies use within their own operations to track/trace**
- ❖ **External Traceability = the data exchange and business processes that take place between trading partners to track/trace product**
- ❖ **Whole-Chain Traceability = Internal + External traceability**



What is being asked of industry

1. Brand owners get GS1 Company Prefix: Q1 2009
2. Brand Owners assign 14-digit GTINs to all case configurations: Q1 2009
3. Brand Owners provide and maintain their GTINs (and corresponding data) to their buyers: Q3 2009
4. Case packers provide human-readable information on each case (GTIN and Lot #): Q3 2010



What is being asked of industry

5. Case packers encode GTIN and Lot # in a GS1-128 barcode and human readable format using a standard case label: Q3 2010
6. Case handlers must read and store the GTIN and Lot # for inbound cases: 2011
7. Case handlers must read and store the GTIN and associated Lot # for outbound cases: 2012

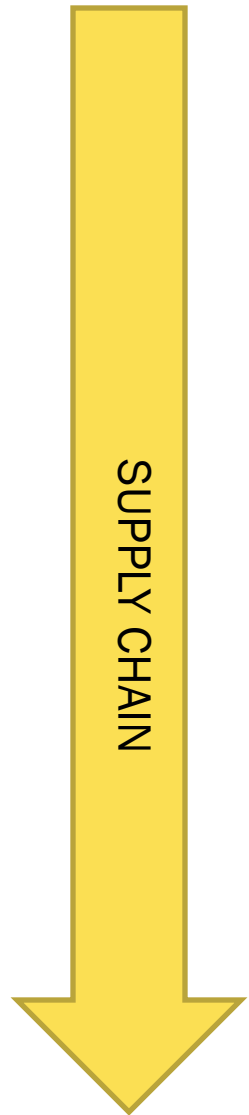
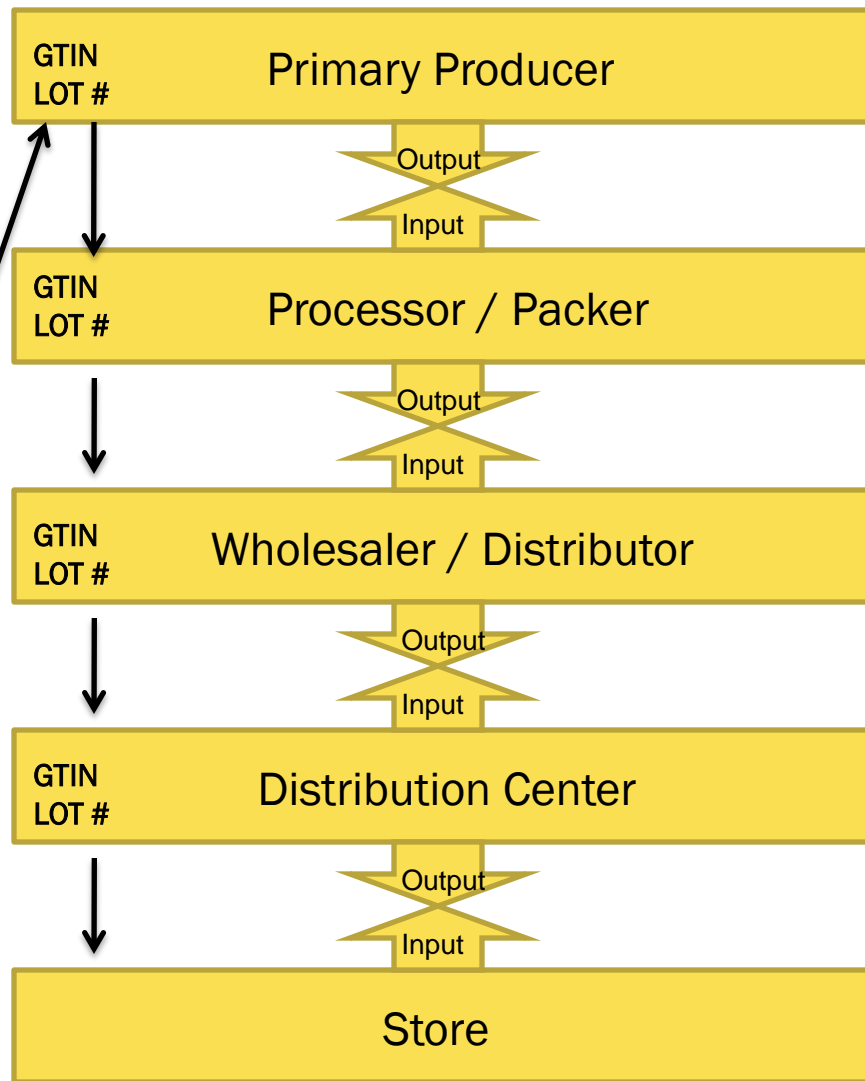


One-up, one-back



1. Case ID (GTIN):
10577343123457

2. Lot #:
267A1156



Additional assistance

- ❖ **GTIN Assignment Strategy**
 - Ensure consistency when assigning GTINs to case configurations
 - Minimize the number of GTINs to manage
 - Address exceptions



Additional assistance

❖ Best Practices:

- Synchronization – communicating GTIN information between buyer and seller
- Case labeling – what information is in human readable, what is in the barcode, what is the layout of the label, etc.
- Pallet labeling – using a ‘hybrid pallet label,’ using the ASN, both for inbound receiving and capturing inbound case information
- Outbound scanning – how to address capturing outbound case information



Additional assistance

- ❖ **Webinars**
- ❖ **Regional trade association conferences**
- ❖ **Sponsoring trade association events**
- ❖ **Broadcasts**
- ❖ **Roadshows**
- ❖ **Media**
- ❖ **Produce Traceability Initiative website**
- ❖ **Templated presentations available**



Summary

- ❖ **Produce industry committed to traceability**
- ❖ **Adherence to Bioterrorism one-step-up, one-step-down a must**
- ❖ **Sponsoring trade associations continue to pursue working with FDA for industry input**
- ❖ **Epidemiology + Traceability, enhancements needed for both**
- ❖ **Multi-year effort to enhance traceability**



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