

PTI's 5 Ws (and 1 H): Who, What, When, Where, Why and How

*Official PTI Webinar
August 29, 2011*



Introducer

Sabrina Pokomandy

- Marketing and Public Relations Manager
JemD International Greenhouse Vegetables
- Co-Chair, PTI Industry Communications
Working Group



Today's outline

- State of traceability today
- Why traceability change is needed
- PTI history and governance
- What PTI is – and is not
- PTI and other traceability initiatives
- PTI and Food Safety Modernization Act
- Where are we?
- Q&A



Our current traceability capability

Bioterrorism Act of 2002:

- Requires one-step-forward, one-step-back recordkeeping
 - Recordkeeping method left up to the company
- = “internal traceability”



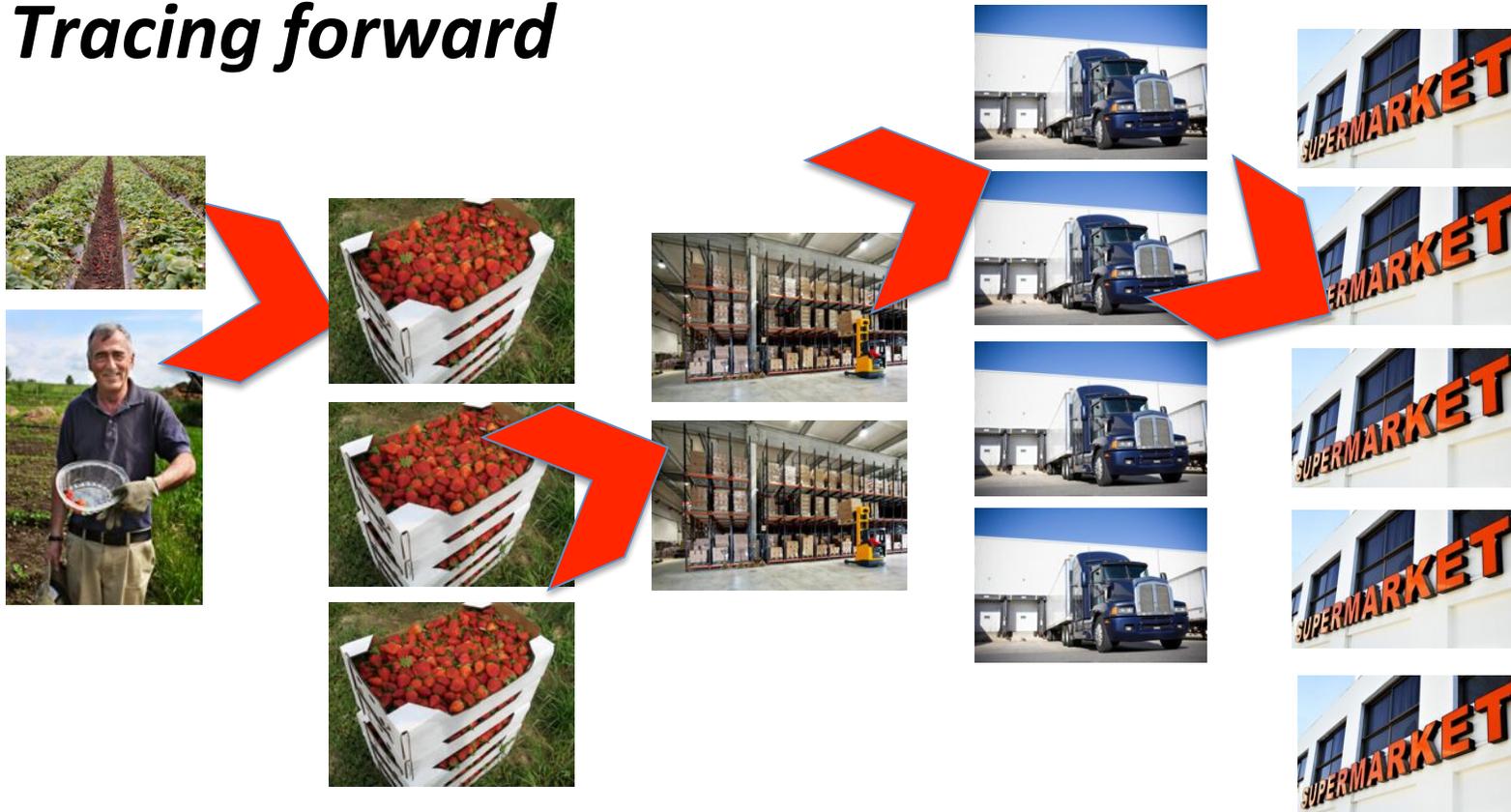
The PRODUCE TRACEABILITY INITIATIVE

Tracing back



The PRODUCE TRACEABILITY INITIATIVE

Tracing forward



Why traceability change is needed

Cathy Green Burns

- President, Food Lion, Harveys and Reid's
- Chair, PTI Leadership Council



Internal systems confound traceability



Improving the system

- Company-wide > chain-wide
 - Electronic, standardized record keeping
- = whole chain traceability



Benefits: risk reduction

- Human:
 - remove suspect product from the marketplace quickly
 - Restore consumer confidence
- Business:
 - Surgical recalls
 - Restore market order ASAP



History of the PTI

Bryan Silbermann

- President & CEO, Produce Marketing Association



2006 spinach crisis



Source: A.C. Nielsen



What did we learn?

- System-wide trace takes too long
- Costs are too high
 - Loss in consumer, regulator confidence
 - Marketplace disruption

... the time for change had come



The PTI is born

- Vision: achieve chain-wide traceability by adopting common standards and use of technology
- 50+ member, chain-wide Steering Committee
- Tomato/pepper crisis
- Action plan: 7 milestones to achieve implementation

2007
2007
2008
2008



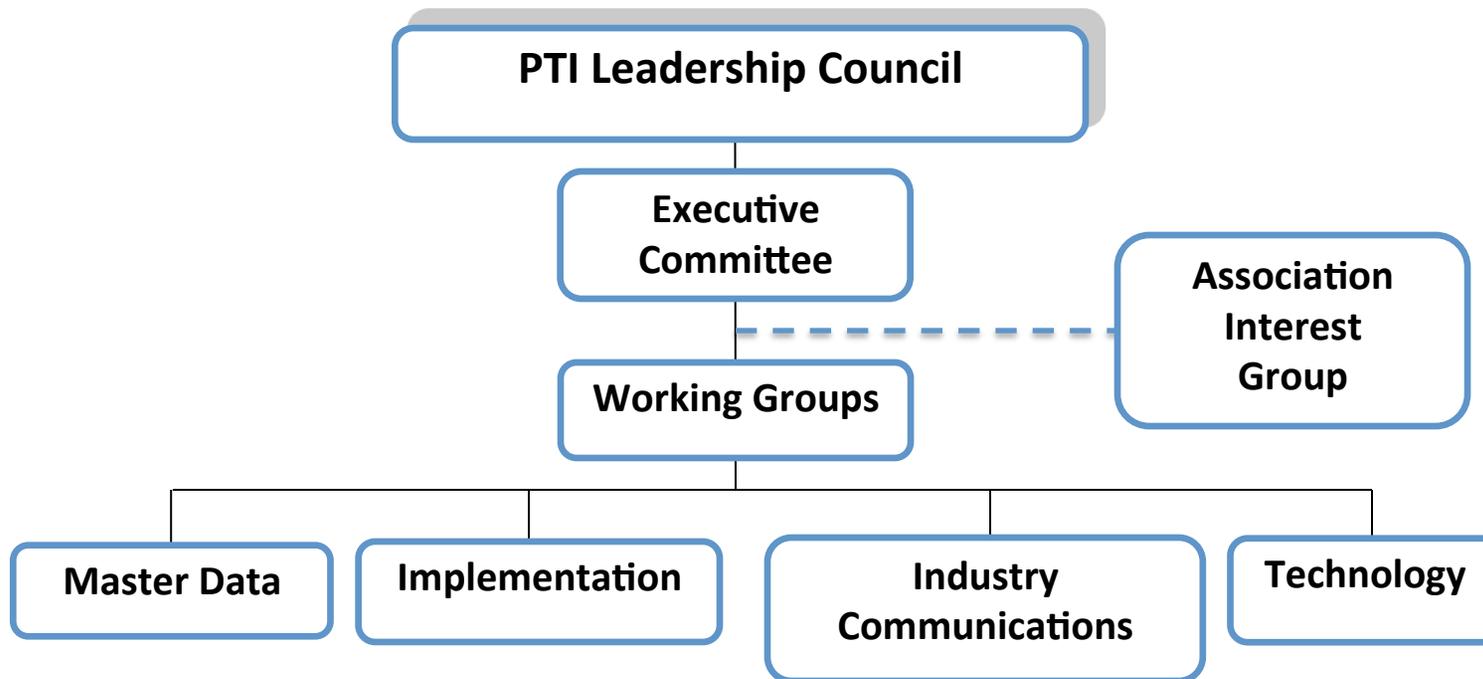
PTI Update and Governance

Tom Stenzel

- President & CEO, United Fresh Produce Association



PTI volunteer structure



PTI Leadership Council

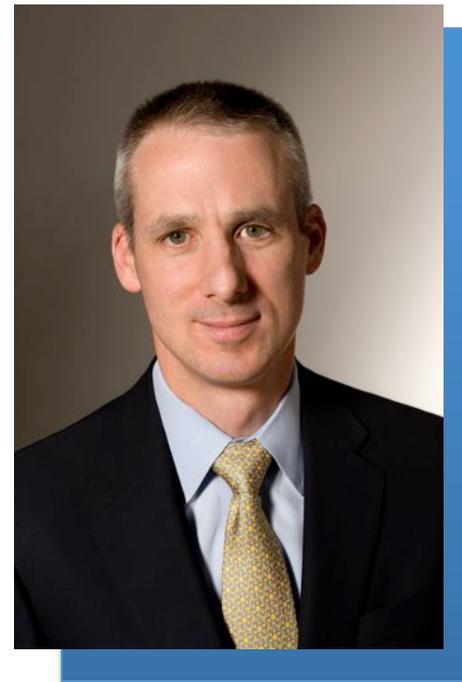
- Chair: Cathy Green Burns (retailer)
- Co-chair: Doug Grant (supplier)
- Retail members: Wal-Mart, Kroger, Safeway, SuperValu, Publix, Wakefern, Food Lion
- Suppliers: Oppenheimer, JD Marketing, Dole, T&A, L&M, CH Robinson, Del Monte, Paramount Citrus, Sunkist, Wada Farms, Taylor Farms, Del Campo Supreme, Chiquita, Driscoll, Frontera
- Wholesalers: Castellini, Four Seasons, D'Arrigo Bros of NY, Liberty
- Foodservice: Darden, Sysco, US Foodservice, Markon, Pro*Act
- Associations: CPMA, GS1 US, PMA, United Fresh, FMI



PTI how-to

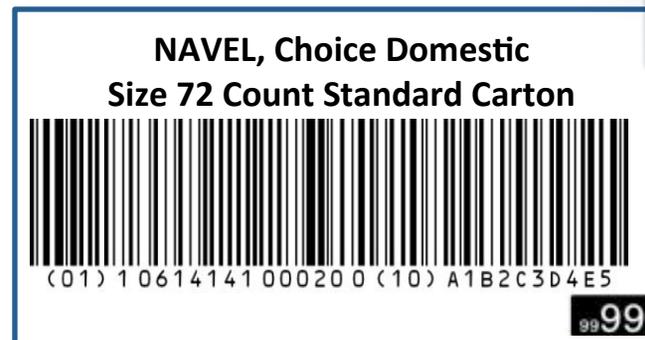
Bob Carpenter

- President & CEO, GS1 US



GS1 Standards used in PTI

- Standardizing product identification and data capture:
 - Case GS1 Global Trade Item Numbers (GTINs)
 - Lot/batch number
 - GS1-128 barcode



PTI milestones and target dates

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



Milestones 1-3

- 1: Obtain a GS1 company prefix
- 2: Assign GTINs to cases
- 3: Provide GTINs to buyers



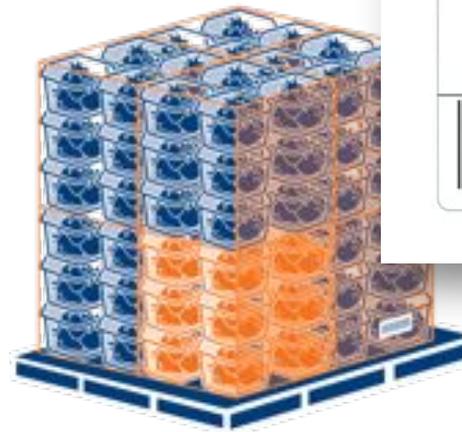
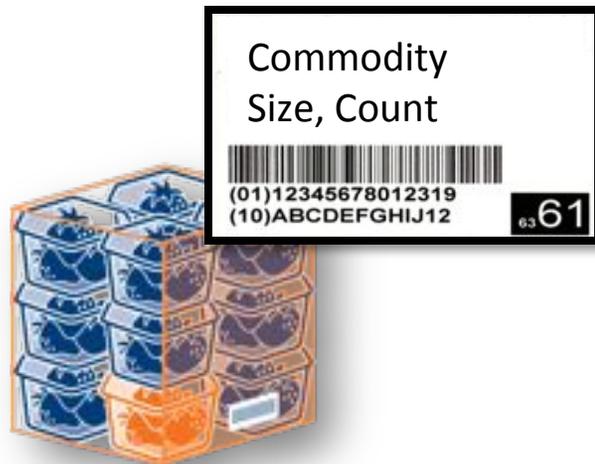
Milestones 4, 5

- 4: Show human-readable information
- 5: Encode information in a barcode



Milestone 6

- 6: Read and store information on *inbound* cases



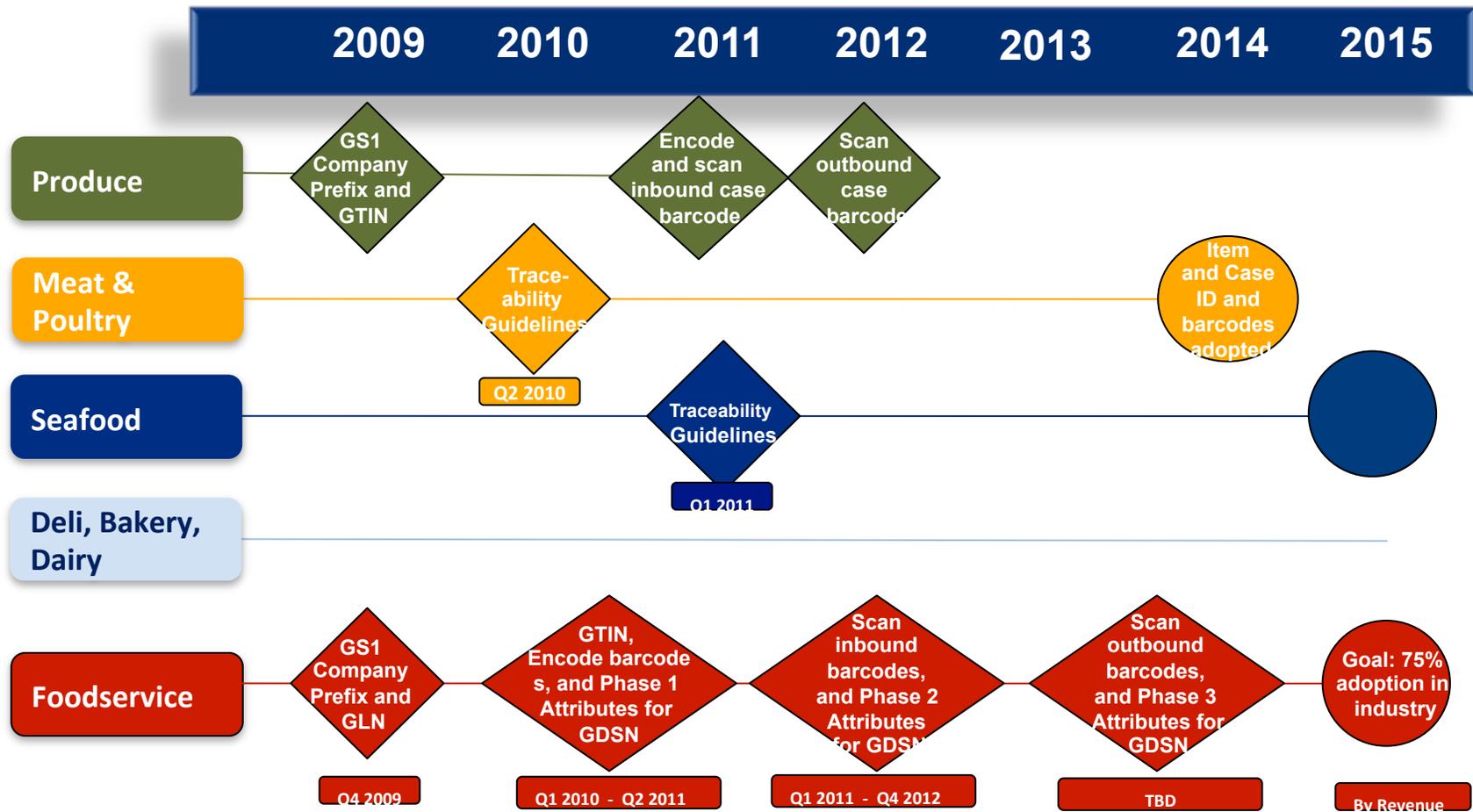
Milestone 7

- 7: Read and store information on *outbound* cases



The PRODUCE TRACEABILITY INITIATIVE

Current food industry trace initiatives



PTI and Food Safety Modernization Act

Tom Stenzel

- President & CEO, United Fresh Produce Association



FSMA's traceability components

- Review FDA's outbreak investigation performance
 - Traceability recommendations
- Conduct pilot projects
 - Track and trace
 - Related technology
- Analyze economic impacts
- Establish track/trace system



What does FSMA mean for PTI?

Remains to be seen, but here's what we know:

- Implementing regulations will take years
- PTI offers proven solution
- PTI considered the model to follow
- FDA's Taylor: in effect, "don't wait"
- Costs are too high to wait



PTI myth busting

Ron Lemaire

- President, Canadian Produce Marketing Association



What the PTI is...

- Voluntary
- U.S. market-focused
- Case labeling
- Industry leading government
- Reducing impact of recalls
- Coming for all fresh foods

... and isn't

- Replacement for your trace system
- Farm to fork/store scanning
- Records depository
- DataBar
- Buyers vs. sellers, large vs. small



Conclusion

Cathy Green Burns

- President, Food Lion, Harveys and Reid's
- Chair, PTI Leadership Council



Implementation status?

As expected

- Some are ahead of the curve
- Others are with the curve
- Each company's timeline will vary



How to get started

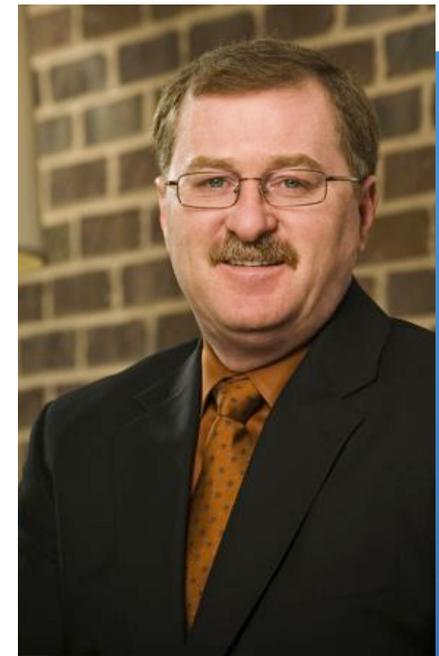
- Embrace it, don't wait
- Keep it simple, don't overthink it
 - Form a team
 - Conduct pilot tests
 - Use data to improve your business
- Seek help
 - www.producetraceability.org
 - Association subject matter experts
 - Early adopting peers



Q&A

Ed Treacy

- Vice President, Supply Chain Efficiencies,
Produce Marketing Association



Q&A

Technical Advisor: Angela Fernandez

- GS1 US Senior Director, Industry Engagement Retail/Grocery



Introducer

Sabrina Pokomandy

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Thank you!

- © Produce Traceability Initiative
- Visit Events page for other webinar details
- Recording, slides posted to PTI website
- Live event participants: Take our survey

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