Traceability

Connecting producers to consumers and consumers to agriculture.
Why Me?

Connecting producers to consumers and consumers to agriculture.

Regulation
Food Safety
Professionalism
Marketing

From Farm to Fork

• an effective trace-back system should document the source of product
• have a mechanism for marking or identifying the product that can follow the product from the farm to the consumer.
• date of harvest, farm identification and who handled the produce from grower to receiver.
Bioterrorism Act of 2002
Mandated so-called “one-up, one-back” recordkeeping

Secretary of Health and Humans Services, in consultation with the Secretary of Agriculture, to establish within FDA a product tracing system to receive information that improves the capacity of the agency to effectively and rapidly track and trace food that is in the United States or offered for import into the United States.
Produce Traceability Initiative
Creating Uniform Standards for Industry

Formed by:
- Produce Marketing Association
- Canadian Produce Marketing Association
- United Fresh Produce Association
- GS1 US

Assisted in Drafting the Rules for FSMA
PTI Members

• Includes Distributors, Handlers, Retailers, Growers, Tech & more
• Handle over 95% of all commercial produce
• Assisted in Establishment of standards for FSMA and 10 year plan for growth

What the PTI is About:
• Use of GS1 System standards for standardized product information
• Case level tracking
• Electronic recordkeeping
• Farm to Store

When? – with FSMA – Rules have been Finalized! Waiting for Release!!
PTI at the Farm

What will be required me?
• Tracking of all deliveries and sales
• When it was harvested
• Where it went (next stop)
• Electronic access
• Case level labeling

What will be demanded me?
• Item traceability if needed
• Item ID by product
• Item ID by farm
• Item ID by lot
• Barcodes on and/or in cases
What is AgriMissouri Doing?

We have put together a concept for labels but we can’t do anything till FSMA is published!
Case Level Labels

Farms could consider their own
- About a $3,000 investment for software, printer, labels

Most buyers will accept hand written now, but will have to change with FSMA.
Marketing Benefits

Personalize and Localize
Protects Your Identity on the Shelf
Promotes Professionalism
Streamlines Business
Makes YOU Money