



CONNECTED SOLUTIONS
FOR A NEW ECONOMY

Produce Traceability Initiative

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Agenda

- Traceability Today
- Whole Chain Traceability
- Produce Traceability Initiative
- PTI Milestones
- What the PTI is not
- PTI Next Steps

Traceability Today

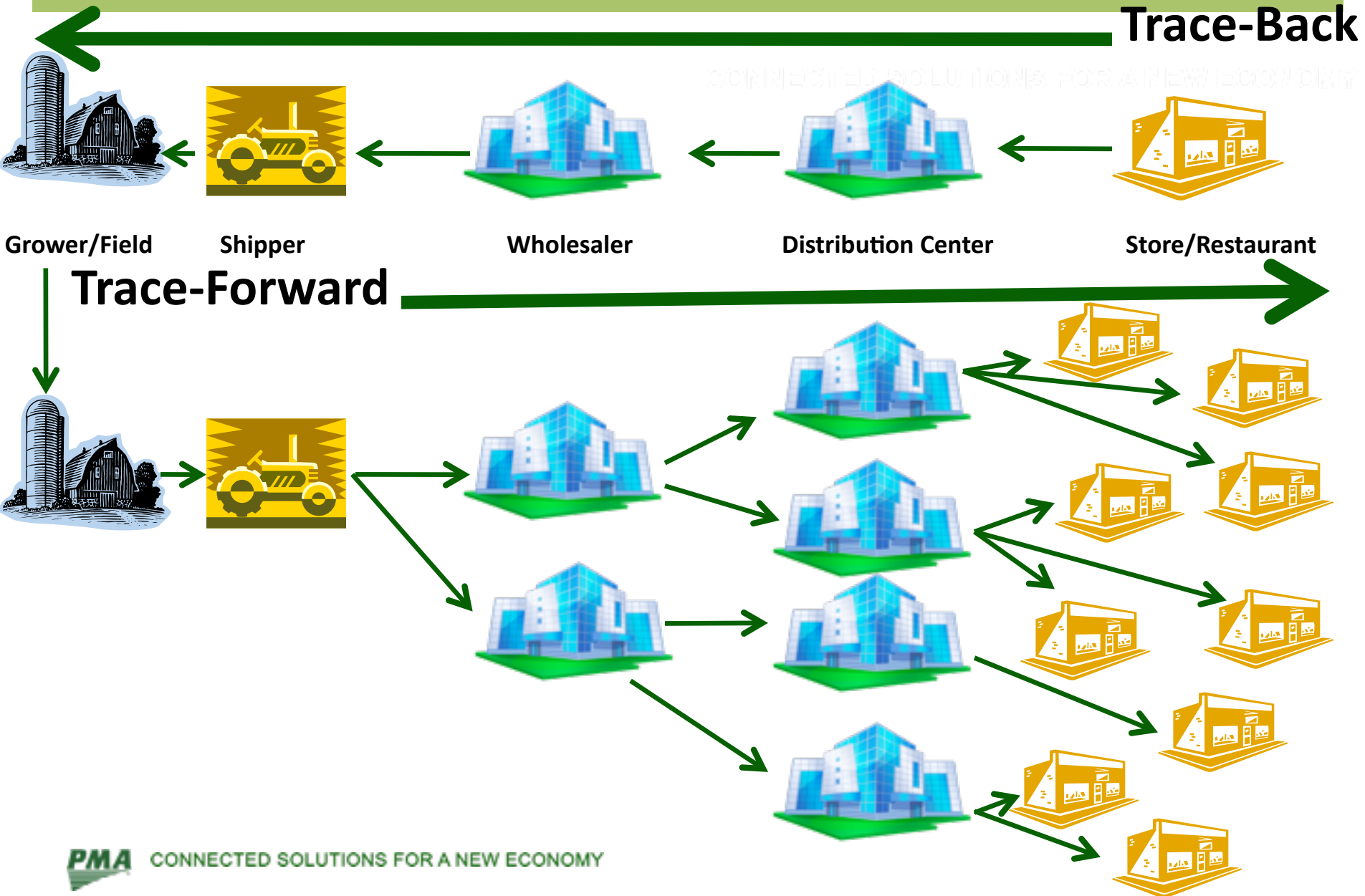
- In the event of a recall, the FDA needs to perform a Trace-Back:

- Link buyer to distribution center
- Link distribution center to wholesaler/distributor
- Link wholesaler/distributor to shipper
- Link shipper to grower
- Link grower to field

Traceability Today

- Then a Trace-Forward is required to see where ALL of the product from that same Field and Lot was shipped to:
 - Link grower to all other shippers
 - Link each shipper to all wholesalers/distributors
 - Link each wholesaler/distributor all distribution centers
 - Link each distribution center to all buyers

Traceability Today



Traceability Today

- Currently, the process of performing a Trace-Back and Trace-Forward takes too long
- There is no common link between supply chain partners
- Each party identifies the same case of produce as something different in their organization
- A full end to end Trace can take weeks due to the number of links in the supply chain

Traceability Today

- Question:

How can the current Trace-back and Trace-Forward process be sped up?

- Answer:

Implement a Whole Chain Traceability Process

Whole Chain Traceability

- Whole Chain Traceability links each companies internal traceability systems together
- Today, all Companies are required by law to have Internal Traceability process and record keeping
 - One step up – Who did you ship the it to?
 - One step down – Where did you get the it from?

Whole Chain Traceability

- Why is this important to the Produce Industry?
 - To reduce Human Risk by identifying the source and span of affected produce QUICKLY
 - To reduce Business Risk by identifying quickly what product is NOT affected by recalls
 - To increase consumer confidence in the Produce Supply Chain

Whole Chain Traceability

- Most companies already have needed information
 - Identification number
 - Lot #
 - Pack/Harvest date
 - One-step-up
 - One-step-down
- Some companies do NOT have quick access to traceability information
 - Not stored in databases

Produce Traceability Initiative

- What events led up to the creation of the Produce Traceability Initiative?
 - The 2006 Spinach recall
 - The length of time this whole system trace-back and trace-forward took caused the entire Spinach category to be recalled
 - The huge economic and consumer confidence impact led to the industry realizing what was in place was not good enough

Produce Traceability Initiative

- What is the PTI?
 - Whole Chain Traceability
 - A Voluntary Initiative
 - Case Labeling at time of packing
 - Capture and store the information on the Case Label electronically
 - Tie the Case Label information to your existing in-house traceability systems



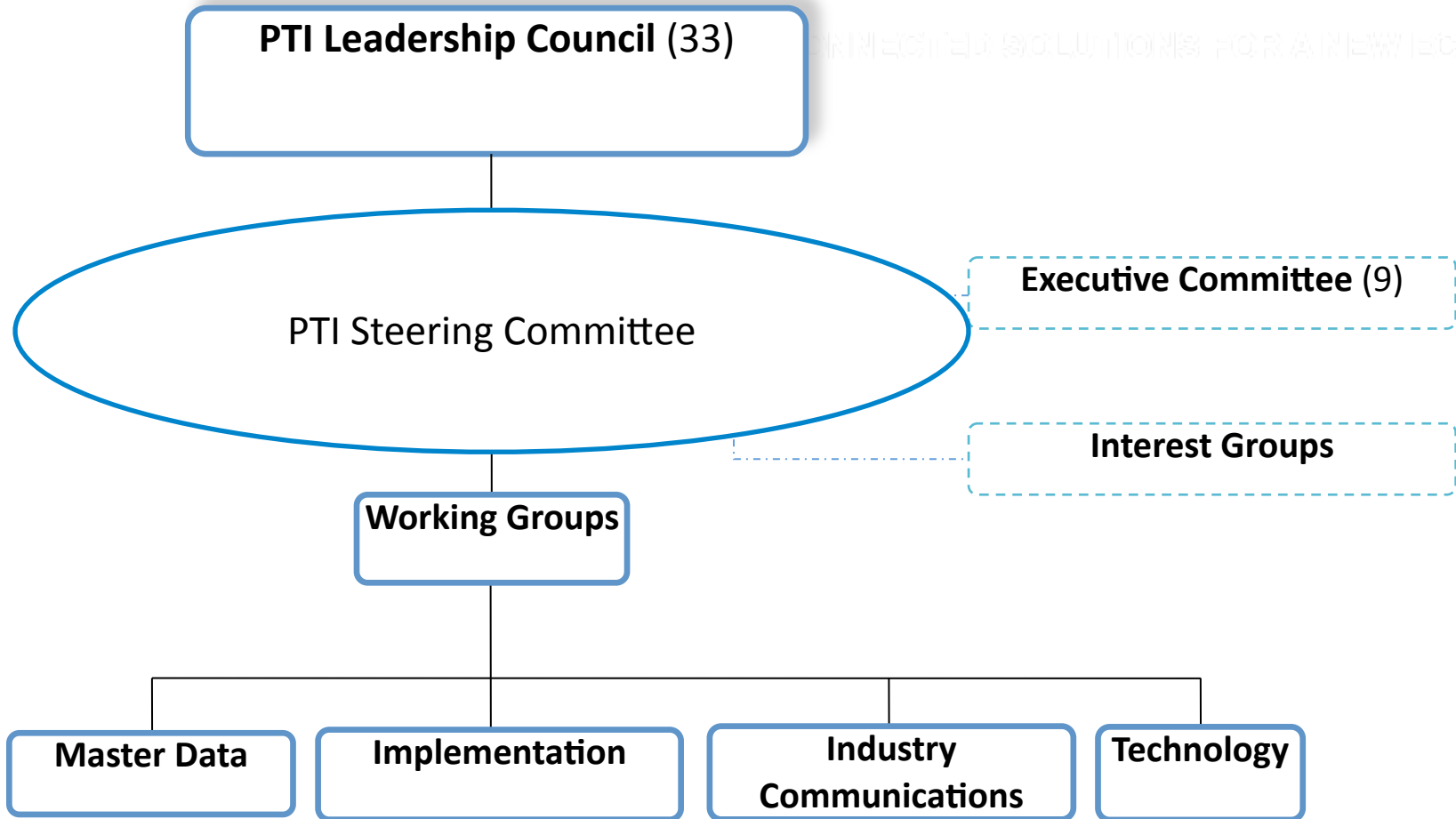
PTI Mission

- To create an Action Plan for the produce industry to adopt an effective **Whole Chain Traceability** program by incorporating the use of technology and use of common standards to serve as linkages between internal traceability programs

Original PTI Governance

- Started with a Steering Committee
 - 48 participating companies including:
 - 11 Foodservice Companies
 - 15 Retailers
 - 22 Growers/Shippers
 - PMA, CPMA and UFPA
 - 6 additional participating trade associations
 - FMI, NGA, NRA, IFDA, CCGD, CHC

Produce Traceability Initiative



New PTI Governance

- PTI Leadership Council
 - 6 Retailers
 - 5 Foodservice Operators/Distributors
 - 14 Suppliers
 - 4 Wholesalers / Terminal Markets
 - 4 Association Presidents: CPMA, GS1 US, PMA, UFPA
 - First face to face meeting scheduled for October 2010

New PTI Working Groups

- Master Data Working Group

- Substitutions

- Data Exchange

- Data synchronization

New PTI Working Groups

- Implementation Working Group

- GTIN, GS1-128, Lot Number
- Tools and Education (How To)
- Substitutions
- Data Quality
- KPI Measurement / Metrics
- Include SMEs
- Pallet Labels
- Pilots

New PTI Working Groups

- Industry Communication Working Group

- Best Practices
- Business cases
- Awareness
- Survey
- ROI

- Technology Working Group

- Basic PTI system and hardware requirements
- Case labeling specifications
- Clarify communications in the industry

New PTI Interest Groups

- Associations
 - Includes Commodity Groups, GMA, FMI, NGA, IFMA, IFDA, National Restaurant Association, etc
- GS1 Member Organizations
 - Includes GS1 Canada, GS1 Mexico, GS1 Chile, GS1 New Zealand, etc.

PTI Milestones

Milestone 1: Obtain a Company Prefix from GS1

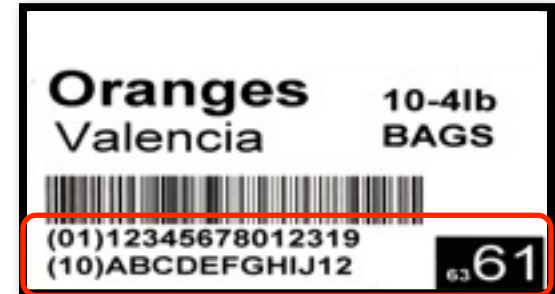
Milestone 2: Assign GTINs to Cases

Milestone 3: Provide GTIN Information to Buyers

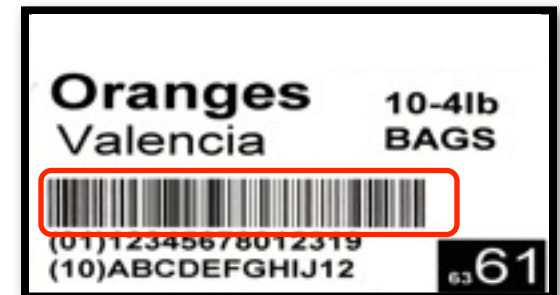
Targeted completion: 2009

PTI Milestones

Milestone 4: Show Human-Readable Information on Cases



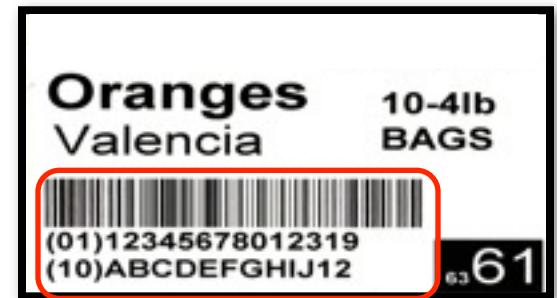
Milestone 5: Encode Information in a Barcode



Targeted completion: 2011

PTI Milestones

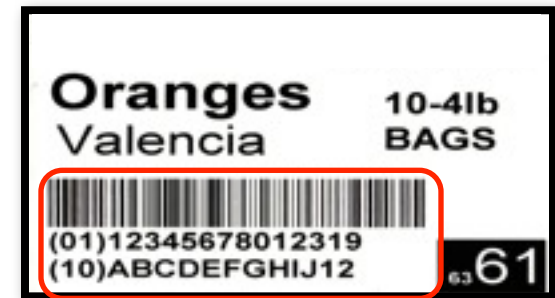
Milestone 6: Read and Store Information on Inbound Cases



Targeted completion: 2011

PTI Milestones

Milestone 7: Read and Store Information on Outbound Cases



Targeted completion: 2012

What the PTI Is Not About



- ITEM level Traceability
- DataBar – for use on PLU stickers
- Serialization of lot numbers
- A central repository of traceability data
- “Farm to Fork”



What the PTI Is Not About



- Scanning at store/foodservice operation level
- Changing your systems to use GTIN as your item number
- Throwing away your current traceability systems
- A mandatory requirement created by the associations

Next Steps for PTI

- Call to action for volunteers for 4 Working Groups
- Call to action for volunteers for interest Groups
- Call to action for volunteers for end to end Pilots

Produce Traceability Initiative - Windows Internet Explorer

http://www.producetraceability.org/

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Produce Traceability Initiative

PMA Canadian Produce Marketing Association United Fresh

The PRODUCE TRACEABILITY INITIATIVE

Home Resources & Tools News & Events Bulletin Board Press Room/Contacts Endorse the PTI

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

PTI Action Plan

[Download the PDF](#)

- #1 **Obtain Company Prefix**
Complete by: 1st Quarter 2009
"brand owners" will obtain their own GS1-issued company prefixes. To find the GS1 organization in your country, visit www.gs1.org
- #2 **Assign GTIN numbers**
Complete by: 1st Quarter 2009
Brand owners will assign 14-digit GTINs to every case configuration.
- #3 **Provide information to buyers**
Complete by: 2nd Quarter 2009
Brand owners will provide their GTINs (and corresponding data) to buyers.

About Us

The Produce Traceability Initiative, sponsored by Canadian Produce Marketing Association, Produce Marketing Association and United Fresh Produce Association, is designed to help the industry maximize the effectiveness of current traceback procedures, while developing a standardized industry approach to enhance the speed and efficiency of traceability systems for the future.

The PTI has a bold vision which outlines a course of action to achieve supply chain-wide adoption of electronic traceability of every case of produce by the year 2012.

Internet 100%

Questions?