PTI’s 5Ws (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”
Tracing back
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

(Unit Sales)

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
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

![Barcode Image]
**PTI milestones and target dates**

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Year</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Obtain a Company Prefix from GS1</td>
<td>2009</td>
<td>GS1 Standard</td>
</tr>
<tr>
<td>2: Assign GTINs to Cases</td>
<td>2009</td>
<td>GS1 Standard</td>
</tr>
<tr>
<td>3: Provide GTIN Information to Buyers</td>
<td>2009</td>
<td></td>
</tr>
<tr>
<td>4: Show Human-Readable Information on Cases</td>
<td>2011</td>
<td></td>
</tr>
<tr>
<td>5: Encode Information in a Barcode</td>
<td>2011</td>
<td>GS1 Standard</td>
</tr>
<tr>
<td>6: Read and Store Information on Inbound Cases</td>
<td>2011</td>
<td></td>
</tr>
<tr>
<td>7: Read and Store Information on Outbound Cases</td>
<td>2012</td>
<td></td>
</tr>
</tbody>
</table>
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
Current food industry trace initiatives

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce</td>
<td>GS1 Company Prefix and GTIN</td>
<td>Encode and scan inbound case barcode</td>
<td>Scan outbound case barcode</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meat &amp; Poultry</td>
<td>Traceability Guidelines</td>
<td></td>
<td></td>
<td>Item and Case ID and barcodes adopted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seafood</td>
<td></td>
<td>Traceability Guidelines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deli, Bakery, Dairy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foodservice</td>
<td>GS1 Company Prefix and GLN</td>
<td>GTIN, Encode barcode, and Phase 1 Attributes for GDSN</td>
<td>Scan inbound barcodes, and Phase 2 Attributes for GDSN</td>
<td>Scan outbound barcodes, and Phase 3 Attributes for GDSN</td>
<td></td>
<td>Goal: 75% adoption in industry</td>
<td></td>
</tr>
</tbody>
</table>

Traceability Guidelines:
- Q2 2010
- Q1 2011

Goal: 75% adoption in industry by revenue.
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

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

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

Visit www.producetraceability.org