

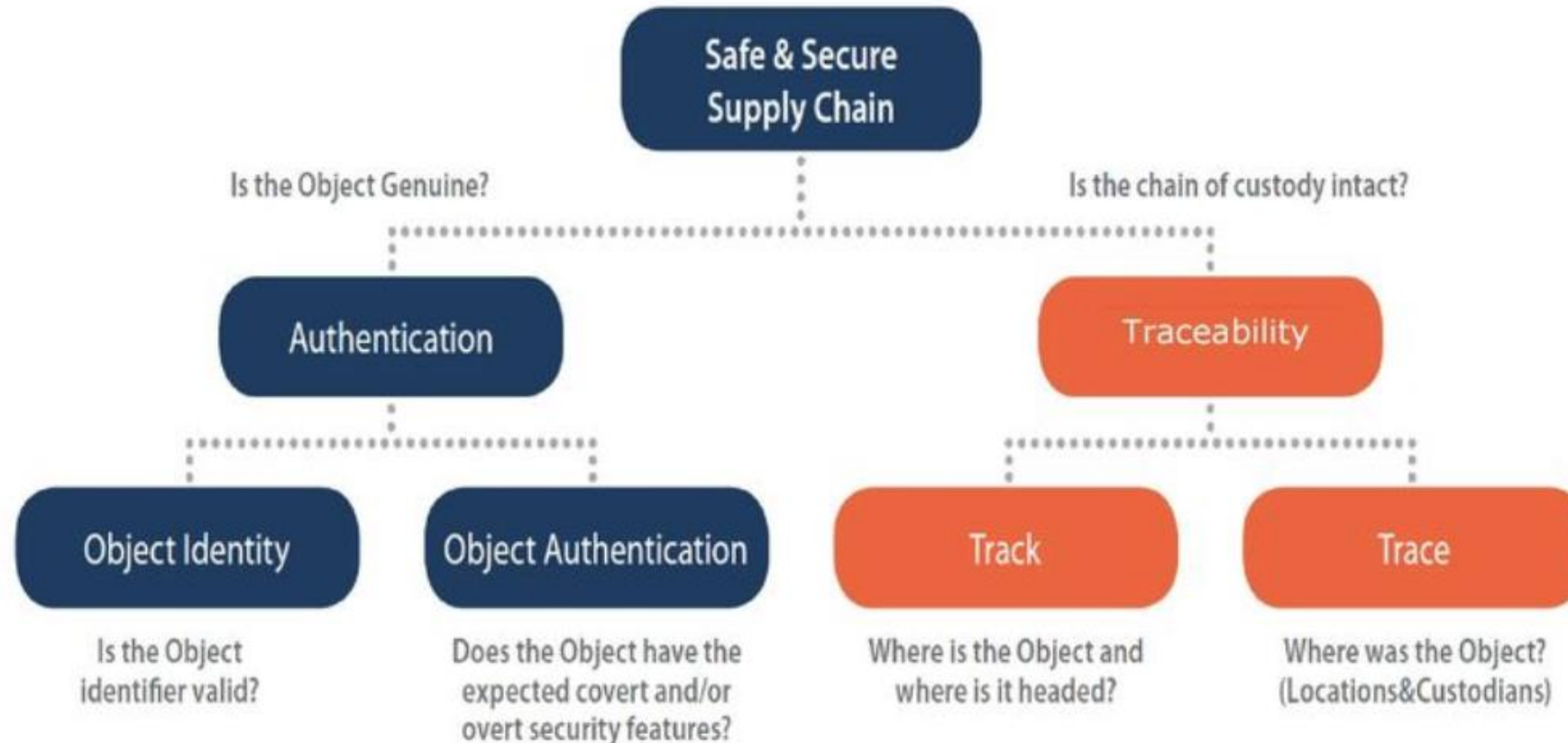
# **What is Food and Fibre Global Supply Chain Traceability?**

Traceability is the ability to trace the history, application, use and location of an item or its characteristics through recorded identification data.

Industry Presentation  
Des Bowler - Management for Technology Pty Ltd  
16<sup>th</sup> March 2022

# Traceability in as data concept

- Can product be uniquely or batch identified? KDEs
- Can movements be tracked? CTEs



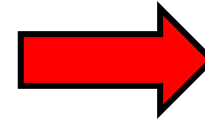
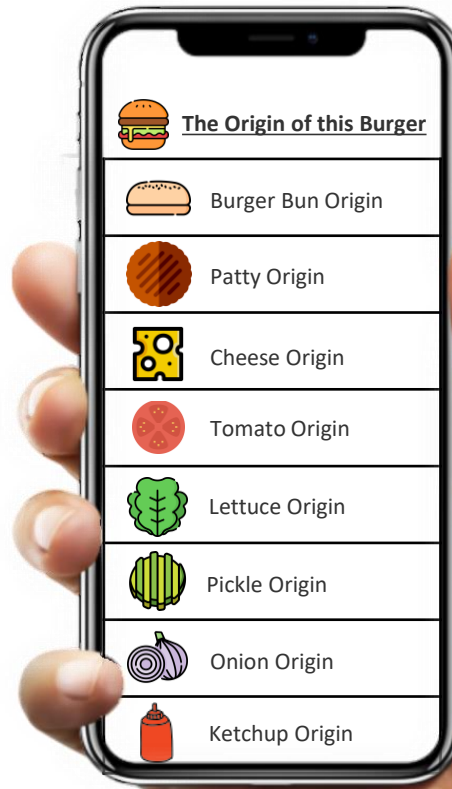
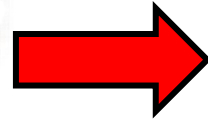
# What does Global Food Traceability mean to a Consumer?

Example: A consumer in the U.S Scanning a QR Code to find the Origin of a Burger Patty in the U.S.

**1 Burger**

**Multiple Ingredients**

**Over 10,000 cattle from 3 different countries to make 10,000kg batch of patties**



# What does Global Food Traceability mean to a Consumer?

**Example:** A consumer in the Japan Scanning a QR Code to find the origin of an orange from Australia.

**1 Data-Bar/Data Matrix for Point of Sale  
and  
1 QR Code for Consumer Traceability**

**Which one is important?**



**The Country?**



**The State?**



**The Region?**



**The Orchard?**

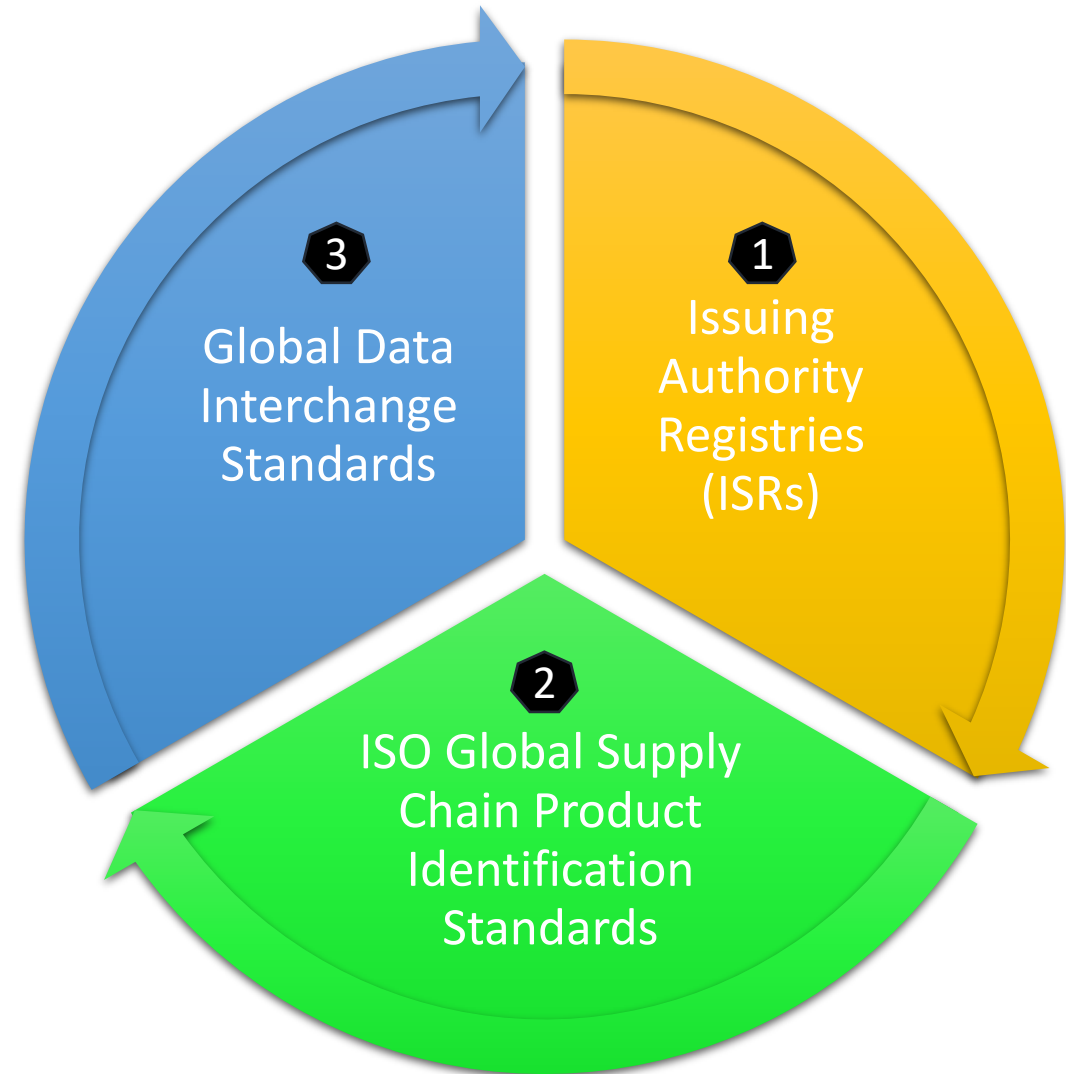


**The Tree?**



# 3 Pillars of Traceability – **ALL** 3 Work in Unison

It **MUST** have all 3 to  
be considered Food  
and Fibre Global  
Supply-Chain  
Traceability



# 1. Issuing Authority Registries (ISRs)

- The trusted Source of Truth from Governments and industry for the supply chain parties.
- There are registries in place all around the world that industry and Government use including:
  - ABN and ACN
  - Export Establishment Registration through DAWE
  - FSIS Inspected Establishment
- These models are run and overseen by government and are recognized as the source of truth for Governments and industry around the world to access.



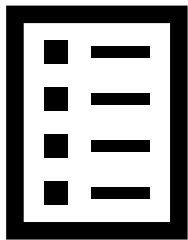
## 2. ISO Global Supply Chain Product Identification Standards

- Creating propriety barcodes and identifiers become useless when product is transported to different locations around the world.
- Having a common language to communicate with government and businesses around the world can improve work processes that allow businesses to identify, capture, and share information the same way all over the world.

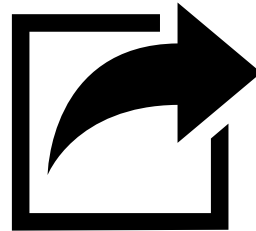


# 3. Global Data Interchange Standards

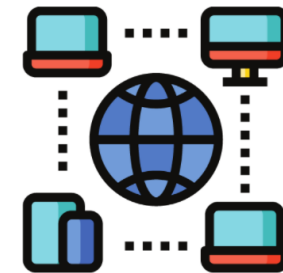
- Sharing information along the whole Food and Fibre Global Supply-Chain.
- Standardising a language for data exchange.
- Systems that follow this process include UN/EDIFACT
  - Each company's information systems communicate with one another according to strict and common rules.



Set of governed rules to structure the data



Standardized messages to share and access along the whole supply-chain



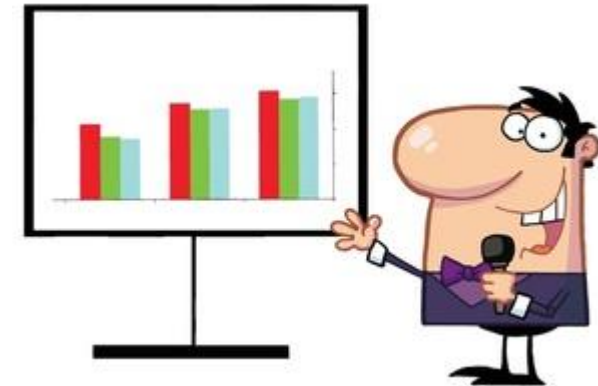
Electronic Data Exchange through a common process for different systems around the world.



# Food and Fibre Global Supply-Chain Traceability **IS NOT**

## ✗ **Proprietary standards or systems.**

- ✗ **DO NOT** pay a commercial company to use their intellectual property for traceability. This is not global supply chain traceability, this is a good salesperson selling their wares. New technology often looks appealing, but seldom does it live up to the sales hype.
- ✗ Proprietary systems cannot be intergated by multiple channels across the world.



# Food and Fibre Global Supply-Chain Traceability IS NOT

## ✗ Only available for one company.

- ✗ Closed standards means that it is not open to everyone. Standards by there nature should be open and be technology neutral.
- ✗ Pay to connect to a suppliers or the retailer. A supplier's or retailer's Technology is not traceability. Standards and there accessibility along the entire Food and Fibre Global Supply-Chain should be the highest priority.



# Food and Fibre Global Supply-Chain Traceability **IS NOT**

## **✗ TECHNOLOGY**

- ✗ Technology does not provide traceability nor fix bad work practice.
- ✗ Technology is an enabler that can be applied to good business processes and standards for traceability.
- ✗ Good global supply chain standards and good business practices must be in place **before** technology can help.



# Food and Fibre Global Supply-Chain Traceability IS NOT

## ✗ **For one country only.**

- ✗ Food and Fibre Global Supply-Chain Traceability must work equally well in every country where product is sold.
- ✗ If it does not work in every country it is not global standards.



# Food and Fibre Global Supply-Chain Traceability IS:

- ✓ **Traceability is FREE.**
- ✓ There is a cost for hardware and software to capture, process and share traceability information, but there is no cost for traceability itself.
- ✓ Traceability is about putting the correct business processes and procedures in place.
- ✓ Traceability is Inherent in the Product
  - ✓ it is expected by consumers, importers, government, retailers

# Food and Fibre Global Supply-Chain Traceability IS:

- ✓ **Many Voices, One Message**
- ✓ Traceability needs to be a collective thought process by the entire industry to support product claims
- ✓ It needs to be pushed by all government and industry bodies through the pillars of what traceability needs to be.

