



Food Traceability and Emerging Standards

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Can-Trace



Outline

- Is Traceability Important?
- What is Can-Trace?
- Prime Objective
- Accomplishments
- Issues and Next Steps



Is Traceability Important?

- Food Recalls Per Year [CFIA data]
 - 2003-2004: 343
 - 2004-2005: 276
 - “About one a day” – Grocery industry quote
- Costs and disruption food recalls create
 - To the supply chain
 - Corporate image
 - Public health





What did we (think we) Know in 2003?

- Companies in the food chain doing traceability but probably not consistently
- Public concern was growing
 - High profile food scares and BSE
- Governments were starting to pay serious attention:
 - Agricultural Policy Framework objective of 80% traceability of the food supply by 2008
- Industry did not want a government-imposed solution





What is Can-Trace?

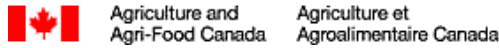
- A national, multi-sector, whole-chain coalition
- Representation from Producers to Retailers
- Initiated *by* industry
- Government at the table as funder and advisor
- Stakeholder-governed
- Participation from many organizations





Industry and Government Participation

AAFC – Agriculture and Agri-Food Canada



CFIA – Canadian Food Inspection Agency



CCIA – Canadian Cattle Identification Agency

CLIA – Canadian Livestock Identification Agency



COFFS – Canadian On-Farm Food Safety

CPC – Canadian Pork Council

Fisheries Council



Canadian Grain Commission



Canadian Grains Council

FCPC – Food and Consumer Products of Canada



OMAF – Ontario Ministry of Agriculture & Food



FDTA - Fonds de développement de la transformation alimentaire



CRFA – Canadian Restaurant and Foodservices Association



CPMA – Canadian Produce Marketing Association



CCGD – Canadian Council of Grocery Distributors



CAIC – Canadian Aquaculture Industry Alliance



CFG – Canadian Federation of Independent Grocers



GS1 Canada



CMC – Canadian Meat Council



Saskatchewan Herb & Spice Assoc.



CPEPC – Canadian Poultry & Egg Processors Council



MAPAQ – Ministère de l'Agriculture, des Pêcheries et de l'Alimentation





Prime Objective of Can-Trace

- *Voluntary* food traceability information data standard to identify the minimum information necessary to establish traceability: data elements
- A consistent approach to what information needs to flow between trading partners
- One up; One down
- Collect, Keep and Share
- Generic: can apply to all food groups
- Scope: farm to *back door* of retail/food service





What Have We Accomplished?

- Built a Community with broad participation
- Canadian Food Traceability Data Standard (CFTDS), v 1.0
- Pilot Projects in Beef, Pork, Produce
- Report on SME's
- Business Case Report
 - What was the business case?
- Decision Support Tool
 - How do I assess the cost/benefit?

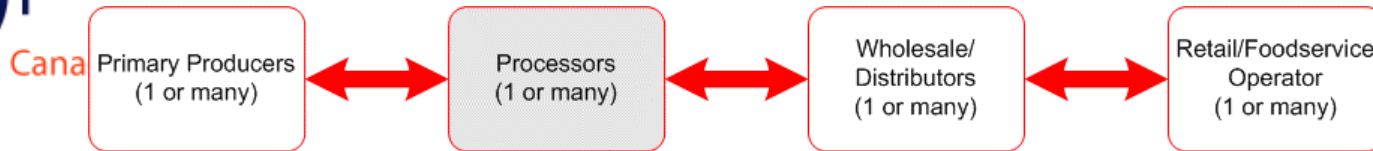




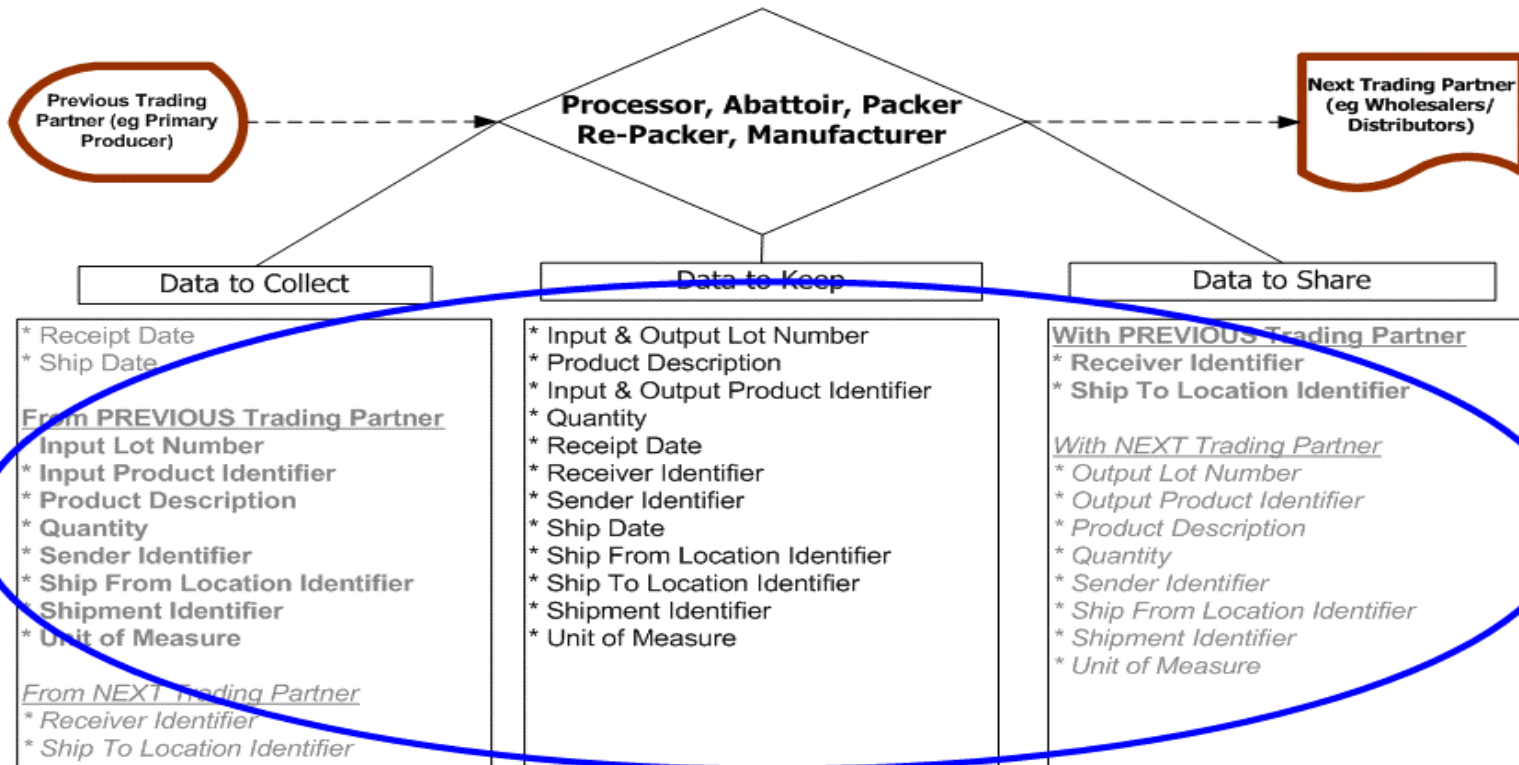
What Have We Accomplished?

- Canadian Food Traceability Data Standard (CFTDS)
 - Version 2.0
 - More generic
 - Less of a “downstream” bias
 - Some additional data elements
- Reason for the modifications:
 - Conclusions from Integration Report
- Technology Guidelines Report
 - *How* data should be exchanged





Can-Trace Beef Processor MANDATORY Data Requirements



Legend

Bold font Text: Previous Trading Partner
 Normal font Text: Both Trading Partners & Your Own
Italics font Text: Next Trading Partner
 Dashed line: Supply Chain Flow



What Work Still Remains?

- Or: What Have we not accomplished yet?
- Communicate Awareness of the Standard
- Communicate about the business value of traceability
- Need more data on “state of readiness”
- Implementation Guide Template
 - To help sectors develop their own implementation guidelines
- Case Studies
 - Showcase successful examples of traceability





What do we (think we) Know in 2006?

- Benefits of traceability are subtle and must be understood in terms of value add to the business
- Governments (in Canada) reluctant to mandate unless public health at risk
- Livestock sector moving forward more quickly than the rest of the supply chain
- Can-Trace fully consistent with GS1 global standard
- Lots of convincing left to be done:
 - We have not yet seen a “9/11” in agri-food





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