



FoodTrace[®]
Traceable Back to Origin[®]



FoodTrace[®] . . .



- Is a Unique Food Traceability System
- Is specifically aimed at the Consumer
- Is Pro-active not reactive !
- Is First to address ‘Serve-Over’ issues
- Meets current and pending legislation
 - F.S.A.I.
 - E.H.O.’s
 - Regulation (EC) No. 178/2002 (Jan. 1, 2005)





Must Provide . . .



- Seamless Traceability
 - Carcase
 - Primal
 - Retail Pack
- Maximum Visibility
- Maximum Reliability
- Minimum Technology
- Minimum Cost





Must Satisfy . . .



- The Consumer
- SuperValu & Centra Retailers
- EAN Ireland





Methodology



- No I.T. Infrastructure required
- All Traceability Data –
 - Travels in Barcode on Carcase Tag
 - Travels in Barcode on Primal Label
 - is System and Factory Independent
 - is freely available to Customers
 - complies with EAN/UCC standards





Considerations



- 400+ privately owned franchises
 - Various Operating Systems & Versions
 - Win 95, 98, NT, 2000, Me, & Xp
 - Various levels of Service Packs & Upgrades
 - Various PC specifications
 - Various printer drivers
 - Various PC skill levels
 - Butchers - not I.T. staff !
 - PC exposure from 'none' to 'some' !
 - 2 Weighing Equipment Manufacturers
 - Find 'common' functionality
 - Define and Drive firmware upgrades





Primal Label (EAN 128)



- ✓ Product Code
- ✓ Batch Code
- ✓ Country of Origin
- ✓ Country Of Rearing
- ✓ Country Of Slaughter
- ✓ Factory of Slaughter
- ✓ Factory of Cutting

FILLET

ORIGIN OF REP. OF IRELAND

PROD CODE: **559751**

KILL DATE: **26-03-2003**

PACKED ON: **02-04-2003** BATCH CODE: **3E14**

USE AFTER: **05-04-2003** KILLED AT: **EC IRL 317**

CUT/USE BY: **29-04-2003** DEBONED AT: **EC IRL 317**



(01)95391504151243 (10)3E14



(426)372 (7030)372317 (7031)372317





Retail Label (Serve Over)





Retail Label (Pre-Pack)



FoodTrace Number
030341002

35435:9336767

35435:9336767

0 210276 003494

*** ROUND STEAK**

Batch Code: **4E04**
Country of Origin: **Ireland**
Slaughtered In: **EC IRL 317**
Cut In: **EC IRL 533**

EUR/KG
8.96

USE BY
06.02.03

KGS
0.390

EUROS
3.49

THANK YOU FOR SHOPPING AT
SUPERVALU SKIBBEREEN





FoodTrace[®] System



- FoodTrace[®] Number . . .
 - Is printed on every Consumer Label
 - Is used to retrieve Traceability Data
- FoodTrace[®] Software . . .
 - Prints Traceability Report for Consumer
 - Prints ‘White Board’ for In-Store Display
 - Analyses all Traceability Data
 - By Date, By Farmer, By Batch, By Primal, etc., etc.
 - Facilitates Immediate Product Recall







FoodTrace[®]

Design & Implementation

Denis O'Brien