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 \textit{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
Canadian Grain Commission
Canadian Grains Council
FCPC – Food and Consumer Product 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
CFIG – Canadian Federation of Independent Grocers
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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

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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

**Data to Collect**
- Receipt Date
- Ship Date
- From PREVIOUS Trading Partner
  - Input Lot Number
  - Input Product Identifier
  - Product Description
  - Quantity
  - Sender Identifier
  - Ship From Location Identifier
  - Shipment Identifier
  - Unit of Measure
- From NEXT Trading Partner
  - Receiver Identifier
  - Ship To Location Identifier

**Data to Keep**
- Input & Output Lot Number
- Product Description
- Input & Output Product Identifier
- Quantity
- Receipt Date
- Receiver Identifier
- Sender Identifier
- Ship Date
- Ship From Location Identifier
- Ship To Location Identifier
- Shipment Identifier
- Unit of Measure

**Data to Share**
- Receiver Identifier
- Ship To Location Identifier

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

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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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