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
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
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